COURSE GUIDE:

History, Theory and Application of Color

MULTIMEDIA AND DIGITAL ARTS
Universidad Católica de Valencia

Curso 2023/24

COURSE GUIDE

	ECTS
ASIGNATURA: History, Theory and Application of Color	**6**
Field: Artistic expression	**6**
Module: GRAPHIC BASES (04)	**30**

Type of learning [1]: FB (Basic)	**YEAR**: 1ª **Semester**: 2º
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MODULE ORGANIZATION

GRAPHIC BASES				Nº ECTS 30	
Duration and placement within the curriculum:					
Fields and Subjects					
Field	**ECTS**	**Subject**		**ECTS**	**Year/ semester**
Digital image	12	Digital treatment of images		6	1/1
		Digital photography		6	2/1
Graphic basics	12	Vector illustration basics		6	1/2
		Fundamentals of graphic expression		6	1/1
Artistic expression	6	History, Theory and Application of Color and Typography		6	1/2
Historia, Teoría y Aplicación del Color y la Tipografía					

[1] Basic training (common subject), Compulsory, Electives, External internships, Final Degree Project (TFG).

Prerequisites:

GENERAL OBJECTIVES

1. Master the vocabulary and concepts related to color within the scope of graphic design and communication.

2. Know the historical and theoretical principles of color and its application.

3. Encourage creative ability in the use of and the application of color.

4. Practical domain of chromatic possibilities for obtaining ranges and tonalities based on the harmony of colors.

5. Be able to analyze society and create original works through the expressive possibilities of color.

6. Understand how colors and typography are perceived and connoted; in order to know at all times the font and the optimal color, to provide a greater visual impact and communicative value.

7. Being able to carry out a graphic design and communication project for a company, analyzing its chromatic identity, with the aim of enhancing the presence and perception of the brand in consumers.

8. Understand and apply a project methodology within the scope of graphic design.

9. That the student knows the theoretical framework, the phases and the process of the application of the management of the color within a project of graphic design.

10. Master the tools related to color management, the creation and management of ICC profiles, and know how the type of paper intervenes in the management process. In order to maintain a color match within all the processes and phases of a design project, thus avoiding chromatic deviations.

11. Know how to differentiate between different spaces and color guides.

12. Learn to calibrate the specific hardware within a design studio: monitor, camera, printer and scanner.

BASIC COMPETENCES	**Weighting of the competition**			
	1	**2**	**3**	**4**
CB. 1 That students have demonstrated to possess and understand knowledge in an area of study that starts from the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that they imply knowledge coming from the vanguard of their field of study.				x
CB. 2 That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.				x

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CB. 3 That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.				x
CB. 4 That students can transmit information, ideas, problems and solutions to a specialized and non-specialized public				x
C.B. 5 That the students have developed the necessary learning skills to undertake later studies with a high degree of autonomy.				x

GENERAL COMPETENCES	Weighting of the competition			
	1	**2**	**3**	**4**
CG.01 Capacity for analysis and synthesis				x
CG.02 Organizational and planning capacity				x
CG.05 Computer skills related to the field of study				x
CG.07 Troubleshooting				x
CG.09 Decision making				x
CG.11 Work in an interdisciplinary team			x	
CG.14 Critical Thinking		x		
CG.15 Ethical commitment	x			
CG.16 Ability to assume responsibilities	x			
CG.17 Self-criticism capacity				x
CG.18 Autonomous learning and motivation for training throughout their professional life		x		
CG.20 Creativity				x
CG.22 Ability to collaborate with other professions and especially with professionals from other fields. Identify the right professionals to properly develop creative work.			x	
CG.25 Motivation for quality				x
CG.28 Sensitivity to cultural heritage		x		

CG.32 Teaching at basic levels, dissemination, etc. Opting for teaching positions in the different educational levels. Design, preparation and delivery of courses related to Multimedia and Digital Arts, aimed at professionals, companies and administrations.	X			

SPECIFIC COMPETENCES	Weighting of the competition			
	1	**2**	**3**	**4**
CE.02. Artistic sensitivity Develop the ability to perceive beauty in different forms and artistic creations, applying aesthetic principles and fostering creativity and multidisciplinary innovation.				X
CE.03. Knowledge of specific production methods and digital artistic techniques especially to apply them to the world of communication, looking for new supports as well.			X	
CE.04. Development of skills in traditional techniques and procedures of illustration and digital techniques for the creation and development of graphic elements, images, symbols, texts, layout of publications and packaging of products.			X	
CE.05. Ability to organize, classify and index all the materials and files used in the development of the project, generating documents for its proper conservation or consultation. As well as capacity for the subsequent search and retrieval of information ..	X			
CE.08. Ability to organize and process the information that will later be included in the project.	X			
CE.10. Ability to translate creative ideas so that it is possible to transmit them in digital format.				X
CE.18. Know, assess and understand the deontological obligations of the multimedia creation professional and the implications of adjusting to them in professional performance.	X			
CE.19. Global understanding of artistic and multimedia practices and the importance of their relationship with their socio-economic and cultural context.		X		

LEARNING OUTCOMES	COMPETENCES
R04 - Application of theoretical knowledge about the specific methods of graphic production and selection of suitable materials according to the means of their subsequent distribution.	**CB:** 1,2,3,4,5 **CG:**1,2,5,7, 9,11,14, 15, 16, 17, 18, 19, 20,22,24, 25,28, 32 **CE:**2,3,4,5,8,10,13,18,19
R07 - Domain of computer applications related to vector illustration.	**CB:** 1,2,3,4,5 **CG:**1,2,5,7, 9,11,14, 15, 16, 17, 18, 19, 20,22,24, 25,28, 32 **CE:**2,3,4,5,8,10,13,18,19

R09 - Knowledge of the physical and perceptive principles of color, its functions in digital creation and the influence of color in the composition.	**CB:** 1,2,3,4,5 **CG:**1,2,5,7, 9,11,14, 15, 16, 17, 18, 19, 20,22,24, 25,28, 32 **CE:**2,3,4,5,8,10,13,18,19
R10 - Guidelines for the use of color in Art and Design according to different artistic styles and in digital systems.	**CB:** 1,2,3,4,5 **CG:**1,2,5,7, 9,11,14, 15, 16, 17, 18, 19, 20,22,24, 25,28, 32 **CE:**2,3,4,5,8,10,13,18,19

EDUCATIONAL ACTIVITIES WORK			
ACTIVITY	**Teaching-Learning Methodology**	**Relationship With Learning Outcomes for the subject**	**ECTS** [2]
CLASS ATTENDANCE	Introductory presentation of each topic by the teacher. Defining the objectives of knowledge and skills to achieve; explanation of the activities to be undertaken and the methodology to follow and the tools and evaluation criteria. Specific instructions about group and individual work of each topic.	R4, R7, R9, R10 y RE1	1
PRACTICAL CLASSES	Activities aimed at developing the skills and content related to each topic in library literature search, critical analysis of materials about the subject content, critical analysis of patterns of communication and artistic creation, development of an outline of the contents of each suject.	R4, R7, R9, R10 y RE1	1

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[2] The subject and / or material is organized in **EDUCATIONAL ACTIVITIES WORK and EDUCATIONAL ACTIVITIES INDEPENDENT STUDENT WORK**, with an estimated percentage ECTS. Proper distribution is as follows: 35-40% for Classroom Training Activities and 65-60% for Self Employment. (For a course of 6 ECTS: 2.4 and 3.6 respectively).

The teaching-learning methodology described in this guide in a generic way, shape in the teaching units in which the course is organized and / or subject

TUTORING	Custom and small group attention. Period of instruction and / or guidance by a tutor to review and discuss the materials and topics presented in lectures, seminars, readings, papers, etc.	R4, R7, R9, R10 y RE1	0,25
EVALUATION	Set of oral and / or written used in initial, formative or summative evaluation of the student.	R4, R7, R9, R10 y RE1	0,15
		Total	(2,4*)

EDUCATIONAL ACTIVITIES INDEPENDENT STUDENT WORK			
ACTIVITY	**Teaching-Learning Methodology**	**Relationship With Learning Outcomes for the subject**	**ECTS**
GROUP WORK	Preparation of readings, essays, problem solving, seminars, papers, reports, etc.. to post or deliver the lectures, practical and / or small group tutoring. Work done on the platform of the university (www.plataforma.ucv.es)		0
INDEPENDENT WORK	Student study: Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc.. to post or deliver the lectures, practical and / or small group tutoring. Work done on the platform of the university (www.plataforma.ucv.es)	R4, R7, R9, R10 y RE1	3,6
		Total	(3,6*)
ACQUISITION OF SKILLS ASSESSMENT SYSTEM AND GRADING			

Assessment Tool [3]	ASSESSED LEARNING OUTCOMES	Percentage awarded
CONDUCT OF THEORETICAL AND PRACTICAL[4]	R4, R7, R9, R10 y RE1	30%
ATTENDANCE AND PARTICIPATION [5]	R4, R7, R9, R10 y RE1	10%
PRACTICE + FINAL EXAM[6]	R4, R7, R9, R10 y RE1	60%

CRITERIA FOR THE GRANTING OF HONOR REGISTRATION:

In relation to the award of Enrollment of Honor, the student must obtain at least 9 out of 10 and have participated actively in class, demonstrating the mastery of the subject with the work and final practice presented; the enrollment ratio will be as established by the UCV regulations, 1 enrollment for every 20 students enrolled.

Plagiarism, copies and lack of appointments:

The detection of plagiarism or copy of any work carries the suspension of it. It is considered plagiarism the use of works of others not mentioned by the author or the abusive use of material not proper for the elaboration of the same. (More than 35%). The repeated copying of works will suppose the suspension of all the works of continuous evaluation.
The copy in the exam supposes the suspension of the complete subject, not being able to be presented in second call.

The presence in the classroom of the student at the beginning of the examination implicitly involves the evaluation of the same, not being able to claim the consideration of not presented, even if the room is left immediately after receiving it.

Assistance and participation:

According to the assessment policy of the UCV it is established by article 8 that any student who has a lower subject attendance of the 50% will not be able to take the first exam call. It will be considered as class absence the justified and unjustified ones.
Those students that have informed the professor in advance about their personal situation and it is considered by the professor a justified absence due to working reasons, overlapping subjects, serious illness, second exam calls, etc. will

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[3] Techniques and instruments of evaluation: exam-exposure oral, written test (objective evidence, development, concept maps ...), tutorials, projects, case studies, logbooks, portfolio, etc.

[4] Evaluation techniques and tools: exam-exposure oral, written tests (multiple choice tests, developmental, conceptual maps ...), directed works, projects, case studies, observation notebooks, portfolio, etc.

There will be a total of 3 projects evaluation and continuous mentoring that will be valued 10% of the final grade each, a total of 30%. The work will be individual, unless the faculty otherwise mark in the title of the project. It is essential mentoring and monitoring work by the teacher, works that have not been tutored by the teaching staff will not be accepted.

[5] Active assistance in class and follow-up work by the teacher will be assessed for each non-attendance or passive assistance 0.1 points of the final grade will be deducted up to a maximum of 10% of the final grade.

[6] The exam consists of a final project and a final exam in two parts (written and practical). The final practice will be worth 20% of the final grade. While the test is divided into a theoretical part with a value of 20% of the final grade and a practical part, where students demonstrate the knowledge and skills acquired in computer use, which will have a value of 20% of the final grade . In total 60% of the final grade. To pass the course is essential to get at least 5 in the examination. You must present the final practice for the exam. Students who have not submitted the three projects ongoing evaluation or been suspended, this will not mediate with the exam and the note will be retained for the second call. However, if the faculty believes appropriate delivery of a single practice will be allowed in 2nd call (not to change a rating of first call), an individual exercise, at the discretion of the teacher, who would average with the rest of deliveries of the first call. The rating of assistance is final.

be excluded of this rule and will have the express permission of the professor to take the first call exam. To be excluded from the above mentioned rule it is absolutely indispensable to inform the professor at the beginning of the semestre and to accept the assessment process that the professor establishes and considers more appropiate for every special case. Under no circumstances the student can appeal these situations to break the rule at the end of the semestre.

Furthermore the professor can establish as absence the repeated delayed attendance, the lack of attention in class as well as the forbidden use of mobile phones, the lack of participation in class, etc. All the previously mentioned reasons can be considered as breaking the rule and therefore taken into account in order not to be allowed to take the first call exam and to penalize the established percentage on class participation and attendance.

The above mentioned rule affects both the assessment percentage on class attendance and class participation as well as the evaluation of class projects and case studies that have their own assessment percentage which are all included and explained in the present course guide.

CONTENT DESCRIPTION	COMPETENCES
Organization blocks of content or thematic groupings. Development of content in teaching guides.	(Indicate numerically related skills)
1. History of Color	**CB:** 1,2,3,4,5 **CG:**1,2,5,7, 9,11,14, 15, 16, 17, 18, 19, 20,22,24, 25,28, 32 **CE:**2,3,4,5,8,10,13,18,19
2. Symbolism of color	**CB:** 1,2,3,4,5 **CG:**1,2,5,7, 9,11,14, 15, 16, 17, 18, 19, 20,22,24, 25,28, 32 **CE:**2,3,4,5,8,10,13,18,19
3. Color management (theoretical and practical)	**CB:** 1,2,3,4,5 **CG:**1,2,5,7, 9,11,14, 15, 16, 17, 18, 19, 20,22,24, 25,28, 32 **CE:**2,3,4,5,8,10,13,18,19
4. Color aplication in digital	**CB:** 1,2,3,4,5 **CG:**1,2,5,7, 9,11,14, 15, 16, 17, 18, 19, 20,22,24, 25,28, 32 **CE:**2,3,4,5,8,10,13,18,19

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Complementary references:

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TEMPORARY ORGANIZATION OF LEARNING (First registration students):	
BLOCK CONTENT / TEACHING UNIT	**Nº SESIONS**
1 History of Color	8
2 Symbolism of color	4
3 Color management (theoretical and practical)	9
4 History of Typographic	5
5 Glossary and Typographic Classification	1
6 Color application in digital	3

ADDITIONAL INFORMATION:

SUBJECT TEACHING IN SECOND AND SUBSEQUENT REGISTRATION:

There will be a special group for students who are not first registration and a professor in charge of the group.

In this group an established by the UCV of monitoring and mentoring sessions (6 of 2 hours each one) in which the work on skills that students need to acquire the group to pass the course will reinforce number is performed. These sessions are included in the attached schedule in this guide and detailed in the description of didactic units of the course.[7]

	TEMPORARY ORGANIZATION OF LEARNING (Second or successive enrollment students):	
	BLOCK CONTENT / TEACHING UNIT	**Nº SESIONS**
1	History of Color	**1**
2	Symbolism of color	**1**
3	Color management (theoretical and practical)	**1**
4	Color application in digital	**3**

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[7] Students of second registration must be submitted for review and perform the same number of practices that students first call: 3 projects ongoing evaluation tutored (in this case not be mandatory monitoring by the guardian if the student sees fit) that scored 30% (10% each) of the final grade and a final practice with a value of 20% of the final grade. The final exam will be worth 50% of the final grade. Attendance is not compulsory for students in second call, but it is advisable attending tutorials to reinforce the student's work and skills of it to pass the course.

Projects not submitted within the time limit may be submitted (with justification) until 2 days after the date with a reduction note of the work of between 20% and 40% less, after three days work will not be accepted after the deadline

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