

## Course Syllabus

1. **Program of study** Bachelor of Arts (Animation Production)  
**Faculty/Institute/College** Mahidol University International College
2. **Course code** ICAM 102      **Course Title** Color Theory and Application
3. **Number of Credits** 4 (Lecture/Lab) (1-6)
4. **Prerequisite(s)** None
5. **Type of Course** Required for Animation Production  
Elective for Film Production, Television  
Production, and Minor in Entertainment Media
6. **Trimester/Academic year** Second Trimester/ Year I
7. **Course Description**  
Historical evolution of color theory; theories of color; basic color terminology; abstract and representational color, harmony and color relationships, color schemes. Color applied to storytelling: color for characters, sequences and scenes, emotional use of color, and narrative use of color.
8. **Course Objective(s)**  
After completing this course, students will be able to:
  1. apply theoretical knowledge of color and design;
  2. apply color theory to narrative story structure.
9. **Course Outline**

Week	Topic		Instructor
	Lecture/Lab	Hour	
1	Introduction to color theory	1/6	
2	Color wheel and basic terminology	1/6	
3	The physics of light	1/6	
4	Color harmony and schemes	1/6	
5	Contrast and color relationships	1/6	
6	Color symbolism	1/6	
7	Abstract and representational color schemes	1/6	
8	Use of color in creating a character's personality	1/6	
9	Color for story I: sequential narrative use of color	1/6	
10	Color for story II: scenes and color composition	1/6	

11	Color for story III: value, tone, emotional narrative	1/6	
12	Final project presentation and evaluation	1/6	
	Total	12/72	

**10. Teaching Method(s)**

Lecture and practice

**11. Teaching Media**

Handouts, PowerPoint presentations, and video

**12. Measurement and evaluation of student achievement**

Assessment is made from the criteria of A, B+, B, C+, C, D+ and D

**13. Course evaluation**

Assignments	50%
Final assignment	30%
Studio practice	20%

**14. Reference(s)**

Itten, J. (1997) *The Art of Color: The Subjective Experience and Objective Rationale of Color*. Wiley; Revised edition.

Eiseman, L. (2000) *Pantone Guide to Communicating with Color*. Peachpit Press

**15. Instructor(s)**

TBA

**16. Course Coordinator**

Prof. Charles Harpole