

Course Syllabus

1. **Program of Study:** Bachelor of Arts Program
(Communication Design)
Faculty/Institute/College: Mahidol University International College
2. **Course Code:** ICCD 111
Course Title: Visual Dynamics II
3. **Number of Credits:** (0-8-4) (Lecture-Lab-Self study)
4. **Prerequisite(s):** ICCD 110
5. **Type of Course:** Core Course
6. **Trimester/Academic Year:** Trimester I/ Year 2
7. **Conditions:** Enrollment cap : 18 students
8. **Course Description:**

A further exploration of two-dimensional design elements and principles, with a focus on color. Investigation of the physical, perceptual, psychological, and organizational properties of color through the study of color theories in conjunction with studio problems.
9. **Course Objectives:**

After successful completion of this course, students will be able to:

 - 9.1 Use and evaluate color with an understanding of its organizational properties and expressive possibilities.
 - 9.2 Research a variety of contemporary and historical influences and incorporate them into their own work.
 - 9.3 Use color and design terminology effectively while communicating visual ideas in discussion, critical analysis, and critiques.
 - 9.4 Competently handle media and techniques important to upper level courses and design careers.
 - 9.5 Present two-dimensional work professionally.

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self study	
1	Introduction of various color systems. Student practice in mixing color.	0	8	4	Ploy Nikadanont
2	Presentation of additional color systems. Student practice (designing of a color wheel).	0	8	4	Ploy Nikadanont
3	Critique of color wheels. Presentation of value in relation to color, including introduction of assignment of value and color. Student research for the assignment.	0	8	4	Ploy Nikadanont
4	Presentation and discussion of research. Student practice (color and value assignment).	0	8	4	Ploy Nikadanont
5	Critique of color and value assignment. Introduction of color and intensity, including introduction of related assignment. Student research for the assignment.	0	8	4	Ploy Nikadanont
6	Mid-process critique of color and intensity assignment. Student practice (continuation of work on the assignment).	0	8	4	Ploy Nikadanont
7	Critique of color and intensity assignment. Presentation of color and space, including introduction of related assignment.	0	8	4	Ploy Nikadanont
8	Mid-process critique of color and space assignment. Student practice (continuation of work on color and space assignment).	0	8	4	Ploy Nikadanont
9	Critique of color and space assignment. Introduction of color interaction theories. Student practice (exploration of color interaction in various exercises).	0	8	4	Ploy Nikadanont
10	Presentation and discussion of color symbolism. Student research on color symbolism.	0	8	4	Ploy Nikadanont
11	Student presentation of research on color symbolism. Critique of color symbolism assignment.	0	8	4	Ploy Nikadanont
12	Final Exam				Ploy Nikadanont
Total		0	88	44	

11. Teaching Methods

- 11.1 Lecture
- 11.2 Demonstration
- 11.3 In-class Exercises
- 11.4 Self-Study
- 11.5 Critiques

12. Teaching Media

- 12.1 Presentation of Images
- 12.2 Handouts

13. Measurement and Evaluation of Student Achievement

Students will demonstrate their ability to:

- 13.1 Use and evaluate color with an understanding of its organizational properties and expressive possibilities.
- 13.2 Research a variety of contemporary and historical influences and incorporate them into their own work.
- 13.3 Use color and design terminology effectively while communicating visual ideas in discussion, critical analysis, and critiques.
- 13.4 Competently handle media and techniques important to upper level courses and design careers.
- 13.5 Present two-dimensional work professionally.

Student achievement will be evaluated by means of:

In-Class Assignments / Portfolio	60%
Discussions and critiques	15%
Final Project	15%
Quizzes	10%
Total	100%

Student achievement will be graded according to College and University standard using the symbols A, B+, B, C+, C, D+, D and F.

Students must have attended at least 80% of the total class hours of this course.

14. Course Evaluation

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. References

- Eiseman, L. (2000). *Pantone guide to communicating with color*. West Chester, Ohio: North Light Books.
- Itten, J. (1971). *The elements of color*. Indianapolis, Indiana: Wiley.
- Martinez, B. and Block, J. (1994). *Visual forces: an introduction to design*. (2nd ed.). Upper Saddle River, New Jersey: Prentice-Hall.

16. Instructor

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17. Course Coordinator

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