《设计色彩(双语）》本科课程教学大纲

一、课程基本信息

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| 课程名称 | 设计色彩(双语） | | | | | |
| Design Color | | | | | |
| 课程代码 | 2040671 | 课程学分 | | 3 | | |
| 课程学时 | 48 | 理论学时 | 16 | 实践学时 | | 32 |
| 开课学院 | College of Art and Design | 适用专业与年级 | | Art and Technology, Freshman | | |
| 课程类别与性质 | Pprofessional foundation | 考核方式 | | Work Assisment | | |
| 选用教材 | Designing with Color, Zhang Cao, Qiu Feng,  Hefei University of Technology Press. | | | 是否为  马工程教材 | | No |
| 先修课程 | 无 | | | | | |
| 课程简介 | This course serves as a professional foundation for undergraduate students of art and design, providing the necessary cultivation and an indispensable tool for art, design, and related research. Color, shape, material is the three elements of decorative design, of which color occupies the most direct position, the study and analysis of color is to improve the design ability and innovation ability of the required courses, is an important foundation of the art and design disciplines, the law of color and its use of the study of the color is the necessary conditions for every designer. The task of this course is to master the basic color matching methods and color design principles by learning the basic knowledge of color and composition principles. Through the study of this course, students can gain a basic understanding of theories related to color systems, color contrast, color coordination, hue, space, and composition. Combined with different contents of color still life sketching training, students can improve the understanding of color from both theory and practice, master the necessary color modeling skills, improve the skill level, and have the necessary cultivation of the use of color in the profession of art and design, cultivate the aesthetic consciousness and creative It also cultivates aesthetic sense and creative way of thinking, and lays the necessary foundation for the subsequent courses. | | | | | |
| 选课建议与学习要求 | This course is appropriate for undergraduate majors in the first semester of their freshman year, who should generally have appropriate knowledge of the art of design and aesthetic qualities. | | | | | |
| 大纲编写人 | 高一方2（签名） | | 制/修订时间 | | 2024.8 | |
| 专业负责人 | （签名） | | 审定时间 | | 2023.12 | |
| 学院负责人 | 文本, 信件  描述已自动生成（签名） | | 批准时间 | | 2023.12 | |

二、课程目标与毕业要求

（一）课程目标

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| 类型 | 序号 | 内容 |
| 知识目标 | 1 | Students will be able to grasp the concept of design color, understand its characteristics, apply the basic principles of design color, demonstrate humanities and science literacy, and exercise sensitivity to color, as well as the ability to make associations. |
| 2 | Students will be able to grasp the expression, emotion, association, and symbolic characteristics of design color, recognize and utilize different media and materials, and express color images using various media and materials. |
| 技能目标 | 3 | Apply historical and contemporary knowledge of technology in design, flexibly utilize the configuration of different color relationships, understand the application of various colors in design, and apply psychological knowledge of color in combination with thematic needs to meet the diverse requirements of design. |
| 4 | Students will be able to define their learning objectives by the needs of the environment, clearly articulate creative concepts, plan their implementation, and utilize mind mapping to present their design work thoroughly. They will be able to combine the elements of color, composition, and shaping in their color work to complete their work with a sense of creativity and design. |
| 素养目标  (含课程思政目标) | 5 | Maintain good work and rest habits, be physically active, don't stay up late and don't procrastinate on assignments |
| 6 | Care for the public teaching environment by developing good hygiene habits and cleaning the classroom carefully after class. |

（二）课程支撑的毕业要求

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| **LO1 Character cultivation:** Support the leadership of the Communist Party of China, firmly believe in ideals and beliefs, consciously cultivate and actively promote socialist core values, enhance political identity, plant family and national sentiments, abide by laws and regulations, inherit the spirit of Lei Feng, put into practice the school motto of “Gratitude, Reward, Love and Responsibility”, and actively serve others, serve the community, be honest and responsible, and be dedicated. We are committed to serving others, serving society, being honest and responsible, loving our jobs and being dedicated to our work. |
| **LO2 Professional Ability:** Humanities literacy, theoretical knowledge, and practical ability to engage in scientific and technological cultural and creative design services or art and technology specialization. |
| **LO5 Healthy development:** knowledge of aesthetics, love of work, enthusiasm for people, physical and mental health, resistance to setbacks, and the ability to develop sustainably. |

（三）毕业要求与课程目标的关系

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| --- | --- | --- | --- | --- |
| 毕业要求 | 指标点 | 支撑度 | 课程目标 | 对指标点的贡献度 |
| **LO1** | ⑤ | M | ⑤Be dedicated to their work, love the specialty they are studying, study hard, practice more, and refine their skills. Familiar with the laws and regulations related to this specialty, consciously abide by the professional norms in the internship practice, with professional ethics. This course can exercise students' basic skills related to design color, familiarize them with relevant industry norms, and develop good professional skills.  Students will be able to apply historical and contemporary knowledge of technology in design, understand the application of different colors in design, and apply psychological knowledge of color in conjunction with thematic needs to meet various design requirements. |  |
| 100% |
| **LO2** | ① | M | ①Possess the humanities and sciences required for the profession. Apply historical and contemporary knowledge of technology in design and be familiar with relevant theoretical knowledge. The course develops familiarity with theoretical knowledge related to designing with color. | 50% |
| ③ | H | ③Possesses creative thinking instincts. Utilize multi-dimensional creative thinking skills to clearly articulate creative concepts, an implementation plan, and utilize mind mapping to present design work in its entirety. This course develops students ' creative thinking skills required for the profession. | 50% |
| **LO5** | ③ | M | ③Understand aesthetics and can discover, feel, appreciate, evaluate, and create beauty. This course can develop students' ability to design aesthetics and create beauty, and can expand and improve students' aesthetic and appreciation skills. | 100% |

三、实验内容与要求

（一）各实验项目的基本信息

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| --- | --- | --- | --- | --- | --- |
| 序号 | 实验项目名称 | 实验类型 | 学时分配 | | |
| 理论 | 实践 | 小计 |
| 1 | Color training for still life | ② | 4 | 8 | 12 |
| 2 | Color Matching Composition Training | ② | 4 | 8 | 12 |
| 3 | Color analysis and Reuse | ② | 4 | 8 | 12 |
| 4 | Thematic Design | ② | 4 | 8 | 12 |
| 实验类型：①演示型 ②验证型 ③设计型 ④综合型 | | | | | |

（二）各实验项目教学目标、内容与要求

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| Experimental1：Color training for still life |
| Students will be able to acquire theoretical knowledge of color, and be able to work with light and dark, materials, and spatial relationships on a flat surface, and organize the color relationships in a picture. In turn, they can engage in a certain degree of self-learning and exploration, collect relevant materials, and apply them in the subsequent practical process.  **Teaching Key Points:** Students can understand the meaning of color expression and its relationship with design, and flexibly use the configuration of different color relationships to master the methods and rules of color expression.  **Teaching Difficulties:** Students can accurately reproduce the color relationship of a still life. |
| Experimental 2：Color Matching Composition Training |
| Through the training in the subjective expression of color, students can understand the significance of formal color expression and its relationship with design. They can flexibly use different color relationships and texture expressions to grasp the methods and laws of formal color expression.  **Teaching key point:** Students can recognize the characteristics of different media and materials and apply them comprehensively in their work.  Teaching Difficulty: The comprehensive use of color and texture creativity. |
| Experimental 3：Color analysis and Reuse |
| Students can select famous paintings, analyze the relationship between color and psychology, choose a reference image, and then compose, color, and adjust the color relationships. They can also combine the elements of color, composition, and shaping in their work to complete the project with a sense of creativity and design.  **Key point:** Students can reproduce the color relationship and sketch relationship of famous paintings.  **Difficulties:** Students will be able to interpret famous paintings in depth and reproduce them from new perspectives. |
| Experimental 4：Thematic Design |
| Students can select a suitable reference picture, design the color relationship and adjust the picture according to the function and characteristics of the spatial environment, analyze the needs of different spatial environments, apply the knowledge of color, combine the characteristics of spatial environments, and use a variety of painting materials to make a comprehensive expression.  **Key teaching point:** Understand the application of different colors in design and flexibly apply theoretical knowledge and practical experience in designing colors to meet various design needs.  Teaching Difficulty: To have a specific aesthetic ability and apply color knowledge flexibly in theme design. |

（三）各实验项目对课程目标的支撑关系

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| --- | --- | --- | --- | --- | --- | --- |
| 课程目标  实验项目名称 | 1 | 2 | 3 | 4 | 5 | 6 |
| Experimental1：  Color training for still life | √ |  |  | √ | √ | √ |
| Experimental 2：  Color Matching Composition Training |  | √ |  | √ | √ | √ |
| Experimental 3：  Color analysis and Reuse |  |  | √ | √ | √ | √ |
| Experimental 4：  Thematic Design |  |  | √ | √ | √ | √ |

四、课程思政教学设计

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| Organize teamwork activities for students to cultivate a spirit of unity, cooperation, mutual help, and love, thereby enhancing class cohesion. Explain the importance of mental health and provide some simple methods for managing emotions and techniques for stress release. Arrange group discussion sessions for students to share their experiences and views, promoting interactive exchanges. Cultivate students' awareness and sense of responsibility to prioritize their physical health. Cultivate students to develop good personal hygiene habits and improve their health. To cultivate students' interest and ability to actively participate in physical activities and promote healthy physical and mental development. Cultivate students' spirit of unity, cooperation, mutual help, and love to foster a positive class atmosphere. |

五、课程考核

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| 总评构成 | 占比 | 考核方式 | 课程目标 | | | | | | 合计 |
| 1 | 2 | 3 | 4 | 5 | 6 |
| X1 | 20% | Artwork | 40 |  |  | 40 | 10 | 10 | 100 |
| X2 | 20% | Artwork |  | 40 |  | 40 | 10 | 10 | 100 |
| X3 | 30% | Artwork |  |  | 40 | 40 | 10 | 10 | 100 |
| X4 | 30% | Artwork |  |  | 40 | 40 | 10 | 10 | 100 |