



## COURSE OBJECTIVES:

- Provide exposure to the formal/organizational principles of composition as well as application and use of color in art and design – including industrial design, interior design, architecture, graphic design, package design, information design and presentation, advertising/marketing, web design, entertainment and game design, etc. – i.e., an essential exposure to the fundamental design principles that underly applications of all design programs and disciplines;
- To enhance overall visual literacy and perception, including an introduction to works of fine art;
- To introduce principles of information literacy and utilize research skills in visual arts;
- To gain perspective and understanding about the history of the use of color in art and design;
- To introduce color models and various ways color can be described that are both media dependent and media independent;
- Provide opportunities to explore color mixing and color analysis with traditional media (e.g., paper collage, watercolor);
- Gain an understanding of, and provide exercises with opportunities to explore, basic two-dimensional design principles using both traditional and digital media;
- To gain an understanding of the differences between color displays and media and how different materials and systems (papers, projectors, printers, etc.) affect the appearance(s) of color;
- To introduce raster and vector computer graphics and an opportunity to learn, practice, and become familiar and relatively proficient (within a limited set of image types/problems) with paint (*Corel Painter*), image processing (*Adobe Photoshop*, *Corel PaintShop Pro*), two-dimensional illustration software (*CorelDRAW*, *Adobe Photoshop*, *Adobe Illustrator*) and two-dimensional compositing software applications (*CorelDRAW*, *Adobe Illustrator*);
- To introduce the use of artificial intelligence (AI) in the context of computer graphics and design;
- Provide exposure to a reflective and iterative design process;
- Provide exposure to criteria used in creating and evaluating 2D composition and the impact color has on the composition(s);
- To develop a sense of quality of craft that is media independent;
- To provide opportunity to practice critical writing, editing, and communication skills;
- To provide an opportunity to develop the ability to clearly present a project to others.
- To comply with **NASAD** (*National Association of Schools of Art and Design*) professional standards as they apply to all majors that include: provide an introduction to basic design principles; analyze of works in art and design and the establish an ability to critically evaluate these works; development of a an understanding of the common elements and vocabulary of art and design; provide an introduction to use and integration of technology in art and design; and to provide opportunities for students to gain an understanding, and facility of use, in basic principles of color theory and two-dimensional composition (including an introduction to graphic design).
- To comply with **CIDA** (*Council for Interior Design Accreditation*) 2024 Professional Standards as listed below:
  - 8b – DESIGN PROCESS\***: Student work demonstrates the ability to apply knowledge and skills learned to solve progressively complex design problems.
  - 8e - DESIGN PROCESS\***: Student work demonstrates the ability to apply knowledge and skills learned to use precedents to inform design concepts or solutions.
  - 8f – DESIGN PROCESS\***: Student work demonstrates the ability to apply knowledge and skills learned to explore and iterate multiple ideas.
  - 8g – DESIGN PROCESS\***: Student work demonstrates the ability to apply knowledge and skills learned to design creative and effective solutions.
  - 8j – DESIGN PROCESS\***: The program includes exposure to a range of problem identification, idea generation, and problem solving methods.
  - 9a – COMMUNICATION**: Students are able to effectively interpret and communicate data and research.
  - 9b – COMMUNICATION**: Students are able to effectively express ideas and their rationale in oral communication.
  - 9c – COMMUNICATION**: Students are able to effectively express ideas in written communication.
  - 9e – COMMUNICATION**: Students are able to effectively apply a variety of communication techniques and technologies appropriate to a range of purposes and audiences.
  - 9f – COMMUNICATION**: The program provides opportunities for exposure to evolving communication technologies.
  - 10a – HISTORY**: Students demonstrate awareness of the basic context and framework of history as it relates to art.
  - 11a – DESIGN ELEMENTS AND PRINCIPLES**: Students understand the elements and principles of design, including spatial definition and organization.
  - 11b – DESIGN ELEMENTS AND PRINCIPLES**: Student work demonstrates the ability to explore a design solutions through the use of a variety of media.
  - 11c – DESIGN ELEMENTS AND PRINCIPLES**: Students effectively apply the elements and principles of design to two-dimensional design solutions.
  - 12e – LIGHT AND COLOR**: Students understand how light and color impact health, safety, and wellbeing in the interior environment.
  - 12f – LIGHT AND COLOR**: Student work demonstrates understanding color principles, theories, systems, and terminology.
  - 12g – LIGHT AND COLOR**: Student work demonstrates an understanding of color in relation to materials, textures, light, and form.
  - 12h – LIGHT AND COLOR**: Student work demonstrates the ability to appropriately select and apply color to support design purposes.
  - 12i – LIGHT AND COLOR**: Student work demonstrates the ability to appropriately use color solutions across different modes of design communication.

\* Standard 8 (Design Process) deals with creativity and as per the 2024 CIDA documentation, this will be looked at in the context of “fluency, flexibility, originality, and elaboration as frequently used as dimensions of creativity.

- Fluency relates to the number of ideas,
- Flexibility refers to different approaches or perspectives of an idea.
- Originality is often related to uniqueness, and
- Elaboration is the enrichment of detail or layering of ideas within a form or project.”

#### ACADEMIC INTEGRITY:

“Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the academic code of integrity policy.

Please note that it is your professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. Any student found in violation of the code by cheating, plagiarizing, or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university. If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at [dos@njit.edu](mailto:dos@njit.edu)” <John A. Pelesko, Provost>

Information about the Academic Integrity Policy and links to the code may be found at: <https://www.njit.edu/dos/academic-integrity>. Students should watch the video about academic integrity at NJIT at: <https://www.youtube.com/watch?v=uk8NrEd8uxM>

To be clear, do your own work (except when group work is assigned), cite sources properly when writing or presenting research, and comply with requirements for examinations, quizzes, and projects. **UNLESS EXPLICITLY PERMITTED (AND PROPERLY CITED), STUDENTS MAY NOT USE DOWNLOADED IMAGES FROM THE INTERNET OR WORK CREATED BY OTHERS FOR INCORPORATION INTO CREATIVE WORK REQUIRED BY THIS CLASS.** In other words, do your OWN work! The “default” is – if it’s not yours, don’t use it. (Photography by the student of existing artifacts and objects may be permitted in the process of creating new, original works. **But derivative work shall NOT be permitted unless explicitly approved by the instructor.**)

Any use of generative artificial intelligence (AI) shall be in a manner explicitly permitted by the instructor and must be acknowledged with the submission of the work. Any submission of work incorporating generative AI must include process images and associated prompts used to develop all images for a project. Whether synthetic or analytic, students using AI shall assume all responsibility for all work created and/or submitted.

#### ASSIGNMENTS, GRADING, ATTENDANCE POLICY, ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES:

EVERYTHING COUNTS! Some things count only a little, others a lot. But projects and participation are not optional – they are a required component of the course. Individual projects and assignments will be graded, and the overall semester grade will be determined by a combined average, with each project receiving a weighted value roughly in proportion to the time allotted for it. Although the proportions may be adjusted – and additional or modified assignments may be inserted, the [preliminary](#) plan for distribution is as follows:

- |   |     |
|---|-----|
| • Compositional Exercises                         | 2%  |
| • Basic Design/Compositional Collage              | 5%  |
| • Color Wheels, Value Charts, Color Mixing        | 10% |
| • Painting Project                                |     |
| Analytical Component                              | 5%  |
| Digitally Painted Facsimile                       | 15% |
| • Color Interaction Project                       | 13% |
| • Analysis-Documentation Project/Presentation     | 10% |
| • Class Participation                             | 4%  |
| • Quizzes   | 6%  |
| • Final Written/Analytical Assessment             | 15% |
| • Design Application/Final Graphic Design Project | 15% |

NOTE: Some assignments will run concurrently and overlap. Due dates are set so that there is enough time, when working regularly, to complete all projects when required. It is up to individual students to balance the work and schedule and decide when to work on each task. Assignments are distributed in advance, in part, to allow for scheduling flexibility by students to complete the work.

NJIT uses the following grades: A/4.0 (superior); B+/3.5 (excellent); B/3.0 (very good); C+/2.5 (good); C/2.0 (acceptable); D/1.0 (minimum); F/0.0 (inadequate).

**ALL students (regardless of “home program” at NJIT) enrolled for classes in the School of Art + Design also have an attendance requirement overlaid on the grading criteria.** (This requirement/penalty is separate from the participation component of the grade.) No more than three unexcused absences are permitted without a grade reduction. Each unexcused absence above three (starting with the fourth) will result in a full grade reduction for the semester. In other words, four absences would result in a maximum grade of B (assuming everything done is of “A” quality), five absences would result in a maximum grade of “C”, six in a maximum grade of “D”, etc. This means if you have 7 unexcused absences (about half the semester), you cannot pass the course. Students do NOT receive extensions for submission of work due to unexcused absences. Acceptance of late work (with penalty) is at the discretion of the individual instructor. Absences for illness to be excused MUST be accompanied by documentation from professional medical personnel who are NOT members of your family and submitted to the Office of the Dean of Students who, upon approval, will notify the appropriate instructor(s). **Since religious holidays are known in advance, students who expect to be absent due to religious holidays must notify their lab/studio instructor by the second week of class.** Absences for religious holidays (assuming proper notification) are considered excused absences and due dates of assignments will be adjusted so that work is submitted as soon as practicable at the conclusion of the holiday.

It is the student’s responsibility to get to class (or log on in the case of any synchronous digitally mediated lectures that may be scheduled based on varying circumstances) *on time* regardless of the delivery format. The instructor is under no obligation to repeat any missed information or provide access to lecture notes or presentation materials to students who arrive late. Nevertheless, it remains the responsibility of the student to learn the material presented in the course. Tardiness for in-person classes is particularly disruptive and rude.

### **ARTIFICIAL INTELLIGENCE (AI):**

Generative artificial intelligence has the potential to improve decision-making and enhance creativity and productivity. While it does not have to be used in every (or any) project, it is certainly a tool that could be used to benefit under appropriate circumstances. There may be times when an instructor prohibits the use of generative AI, and times when its use is required. Follow the instructions of your teacher. However, to uphold academic integrity with the use of AI, students must consider the limitations of AI and use it critically and ethically. Be aware of the possibility of bias, incomplete and/or inaccurate information, plagiarism, and issues of data privacy. Generative and analytic AI tools can produce invalid and inaccurate information (also known as “hallucinations”). Students are responsible for any and all information or work presented that is generated in any capacity with AI tools. For graphic endeavors, students must cite the use of AI and document intermediate design steps showing text and prompts along with any images generated by AI. Tool(s) used must be cited. Do not simply copy and paste AI-generated material and claim it as your own (text or graphics). Even re-writing AI-generated output into your own words requires proper attribution. Modifications made by the designer and the way AI-generated work is used must be made clear and documented. In other words, the design and presentation processes must be documented when AI-generated work is incorporated at any step. Finally, for your own protection and to respect the privacy rights of others, do not use your personal data (including NJIT UCID), or that of others, in any prompts for AI generated material. Ever. *<The guidelines above are based, in part, on developmental work and standards generated by the University of New South Wales in Sydney, Australia, Lawrence Technological University in Detroit, Michigan, and by representatives of various schools and industry representatives participating in panels and open discussions at SIGGRAPH in 2024 and 2025.>*

### **EXAM AND QUIZZES:**

All three quizzes (about 20 minutes each) and the final examination are expected to be administered in person only. Under expected conditions there is no need to prepare for remote testing for this course. HOWEVER, should circumstances change, students and faculty must be flexible and understand that quizzes and exams may be moved to an online format in order to protect the health and safety of students, staff, and faculty. If online exams or quizzes are implemented, students will be required to utilize *Respondus LockDown Browser* and at the discretion of the instructor(s), *Respondus Monitor*. Under those circumstances, students must download the LockDown Browser app. Information and links to instructions and the app itself are found at: <https://ist.njit.edu/respondus>. READ THE INSTRUCTIONS at least a full week before any online examination or quiz. Make sure the LockDown Browser is up to date. When you do take a quiz, make sure each page fully loads before clicking on “Take Quiz” as some questions may contain images that could load more slowly for offsite students depending on the speed of the Internet connections. Note the requirements if the test or quiz is using Monitor or Live Proctoring.

### **ACCOMMODATIONS FOR DISABILITIES:**

NJIT and instructors will endeavor to make any accommodation required and necessary for the success of students with disabilities. However, in order to receive accommodation(s), disabilities MUST be documented with NJIT Office of Accessibility Resources and Services (201 Kupfrian Hall; oars@njit.edu) and notification of request for accommodation must be made to the instructor by the second week of class. More information may be found at: <https://www.njit.edu/accessibility/>. No accommodations can be granted “after the fact” unless due to a situation (injury/illness/etc.) that occurs or is documented during the semester. In those instances, accommodation will commence upon notification or observation of the disability. If approved for accommodation(s), it is at the discretion of the approved students whether or not to avail themselves of these opportunities. Failure to utilize approved accommodation(s) will not be considered when preparing final grades or assessments for the course. Please understand that some accommodations are publicly evident (like extended time on project presentations) and utilization of these accommodations will be seen by other students which removes any right(s) to privacy about those accommodations.

## CLASS DELIVERY MODE(S):

Color and Composition is being offered as a face-to-face, in person class, for all students. Supplemental lectures may, at the discretion of the instructors and when intellectual property constraints are satisfied, be placed online for asynchronous online viewing. Similarly, some videos will be screened in class, while others may be assigned for online asynchronous viewing. Online lectures and videos may be posted for the duration of the semester or, when intellectual property agreements demand, for a defined limited time (generally one week). Individual critique sessions outside of scheduled class time may be synchronous in person or online via Zoom. In general, class lectures rely heavily on third-party intellectual property which precludes distribution and will not be placed online. When discussions/critiques or office hour meetings are held online in a synchronous mode, they will generally be available via *Zoom*. NJIT also supports *Microsoft Teams* and *Google Meet* so students may need to move from one platform to another (especially when there are short-term technical problems with a specific platform). Lab/studio work may be accomplished on site or remotely. Labs are available 24/7 for students to work on digital projects except when other sections are in class. (Analog/traditional media projects must be completed outside of the lab.) Submission of projects will be in the format(s) described on the individual assignments. Students are required to scan work created with traditional/analog media for submission.

## CELL PHONE USE AND MISCELLANEOUS POLICIES:

Use common sense and courtesy when considering cell phone use (including texting). Do not use cell phones when you are in a room with others who are presenting or with whom you are collaborating if you are supposed to be “present” (i.e., paying attention). There is a difference between using the phone as entertainment and using it as a tool to look up information pertinent to a project, or to use the camera to record images and work, or as a calculator when determining the aspect ratio of an image. But do not be rude. The permission to use cell phones during lab/studio work time is strictly and completely at the discretion of the individual section instructor. However, when permitted, students should go into the corridor to speak. **Use of cell phones during student presentations or faculty instruction is not approved at any time.** There are times when students may be asked to download an app or use their phones during a lecture for certain interactive components of the presentation(s). Please set your phones to silent or vibrate, even outside of class time when working near others who do not want to hear your phone ping every time you get a message.

Lectures may NOT be recorded. Due to the inclusion of copyrighted material/intellectual property within “fair use” provisions, **visual content of the lectures may NOT, under any circumstances, be recorded, photographed, or distributed.** Lecturers will let you know if any of the text slides can be photographed. Asynchronous supplemental lectures, if any, will generally be available for one week, starting at class time. While some video/recorded material is available free online, there are others for which NJIT procured specific streaming licenses. In no case can any of these be recorded in whole or in part. In some instances, the videos are available for an entire semester (e.g., *Helvetica*). In other situations, due to insistence with the owner of distribution rights, access to a video may be limited to a specific time like one week (e.g., *The Story of Computer Graphics*) which can allow you to watch the film more than once to get all of the information presented.

Food and drink are NOT permitted in the labs. Ever. Including “just” water. **Do not eat or drink in any computer lab. Do not even bring in food or drink!** For those in design studios (not the Foundation Labs) food is permitted at your own risk. But KEEP THE STUDIOS CLEAN. And remember, your keyboards do not drink coffee or eat muffins. And they don’t much like rubber cement either. So work cleanly.

## STUDIO, CLASS, AND LAB DECORUM

The studios and labs are shared, public spaces. Please keep your space clean and tidy. Students are to be respectful of one another and not create any type of disturbance or distraction that prevents other students from working in a safe, healthy environment. While silence is certainly not required and group discussion and work frequently encouraged, neither the playing of loud music nor organized (scheduled or spontaneous) athletic events are appropriate in the studios or labs. Do not play music through speakers on your desk – invest in, and use (at a safe, VERY low volume), headphones if you absolutely must listen to music. Do not do this continuously or at an unsafe volume as long-term hearing loss may occur. (Note: this may be true with, or without, the use of headphones.) **Guests are not permitted in the Foundation Labs without the permission of the instructor.**

There shall be no posting of any material at one’s desk or on one’s computer desktop (or any lab computer) as wallpaper or screensaver any images or material that may be deemed offensive to individuals or groups in this public space including (but not limited to) material considered offensive based on gender, race, religious preference, sexual orientation, or physical disability. If other people can see it, keep it “family friendly.” The nature of politics (global and domestic) and political campaigns are also controversial and unless the specific topic of discussion within the class, should be avoided. Private discussions are fine but remember your point of pride may be another person’s irritant. It is our collective responsibility to make the spaces and places we share conducive to learning the subject of the class without distraction. The computers in the lab and the spaces in which they are located are communal. They belong to all of us as a shared resource. **RESPECT ONE ANOTHER!** This means do not borrow without asking, do not mark up or damage any student’s work or property, and respect the shared environment in which you all spend considerable time. Students must avoid any activity that disrupts or interferes with the rights of other students to learn and complete the work required for this course.

**Nobody** is permitted to smoke in the studios, labs, or any classroom space(s). Starting in 2025, NJIT is a smoke-free campus.

There is only a limited expectation of privacy on campus and there are security cameras in different locations. If there is an activity that should not be seen by others, it is probably an activity that should not be taking place. On the other hand, while we do have cameras in strategic locations and labs, they are *not* monitored 24/7. They record, but there may not be someone watching at any given instance. If you see a problem, call NJIT Public Safety in emergency at extension 3111 from a campus phone, or 973.596.3111 from any other phone.

## CONTACT INFORMATION:

The culture at NJIT is a digital one. There is a lot of information online at NJIT and **email is the official means of communication**. This means that an administrator or teacher may inform you of critical information (like the time and place of an exam, a field trip, change in a due date for a project, etc.) via email and expect you to receive it. It is YOUR responsibility to monitor your “njit.edu” email address. You may forward the address to another email address, but **MAKE SURE YOU MONITOR EMAIL COMING TO YOUR OFFICIAL NJIT EMAIL ADDRESS**. Note: Some instructors may use Slack and/or Discord. Some may push notices via Canvas (Learning Management System). It is good advice to go where faculty are. Multiple-section courses (like AD 150) where a coordinator may not have access to the Canvas sites of all sections, may use email. **Monitor your NJIT email!**

## BIBLIOGRAPHY and RESOURCES

### Films/Videos:

*Kanopy*: <https://njit.kanopy.com/> (requires NJIT UCID logon - this is the location of the films “Helvetica.”)

*STASH Media*: <https://www-stashmedia-tv.libdb.njit.edu:8443/> (requires NJIT UCID logon)

### Tutorials:

*CorelDraw Graphics Suite*: <https://www.coreldraw.com/en/learn/tutorials/>

*Corel Painter Tutorials*: <https://learn.corel.com/painting-tutorials/>

*Ebooks @ NJIT*: <https://researchguides.njit.edu/ebooks/getting-started/>

### Books:

#### Required Books:

Albers, Josef. *Interaction of Color/Revised Edition*. (New Haven: Yale University Press, 2006) ISBN: 978-0300115956 **eBook for online reading**  
[The older and original paperback editions from editions dating as early as 1963 are acceptable but the newest edition – the 50<sup>th</sup> Anniversary/4<sup>th</sup> Edition from 2013 – has an expanded use of color plates and is, overall, the best version available. This book is not available as an eBook but can be purchased used from various sources.]

Lupton, Ellen and Jennifer Cole Philips. *Graphic Design: The New Basics/2<sup>nd</sup> Edition, Revised and Expanded* (New York: Princeton Architectural Press, 2015) ISBN: 978-1616893323 **eBook for online reading and PDF download**

[The primary text that summarizes many, albeit not all, of the design principles discussed in class. The first edition from 2008 is acceptable. The book is good on basic design principles, a bit superficial for color theory. To get more detail about color theory read Fraser’s book, *How Color Works* (see below)]

#### Recommended Books:

Barnet, Sylvan. *A Short Guide to Writing About Art/11<sup>th</sup> Edition*. (Upper Saddle River, NJ: Pearson/Prentice Hall, 2014) ISBN: 978-0205886999  
[The 10<sup>th</sup> and 9<sup>th</sup> editions/used versions are acceptable – this text is useful if you have never written about art and/or are inexperienced in analytical writing. The 10<sup>th</sup> edition adds material applicable to the analysis of architecture not available in earlier volumes. The 11<sup>th</sup> edition adds material about digital resources. Even when using AI, you need to edit.] Paperback (You can rent an eBook from the Publisher, Pearson, for 6-month access for \$9.16/month or you may find a PDF version online)

Fraser, Pamela. *How Color Works: Color Theory in the 21<sup>st</sup> Century*. (New York: Oxford University Press, 2019) ISBN: 978-0190297220

[A thorough explanation of almost all things color – from sources to the effects of colors in combination.]

Quiller, Stephen. *Color Choices: Making Sense Out of Color Theory*. (New York: Watson-Guption, 1989) ISBN: 978-0823006977

[The text is particularly useful in explaining traditional color theory and the use of physical media, especially watercolor, for those students inexperienced in the creation of art with such media.] (NO eBook: \$15.50 on Amazon)

Suggested Books/Reference Books:

Adams, Sean. *The Designer's Dictionary of Color*. (New York: Abrams, 2017) ISBN: 978-1419723919

Adams, Sean and Peter Dawson, John Foster, and Tony Seddon. *Thou Shalt Not Use Comic Sans: 365 Graphic Design Commandments*. (Sydney, Australia: University of NSW Press, 2012) ISBN: 978-0321812810 **eBook for online reading**

Adams, Sean, et al. *Thou Shall Not Use Comic Sans-: 365 Graphic Design Commandments*, University of NSW Press, 2012. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/njit/detail.action?docID=877086>. **eBook for online reading**

AdamsMorioka and Terry Stone. *Color Design Workbook: A Real-World Guide to Using Color in Graphic Design*. (Beverly, MA: Rockport Publishers, 2006) ISBN: 978-1592531929

Ambrose, Gavin and Paul Harris. *Colour: the sensation produced by rays of light of different wavelengths, a particular variety of this*. (Switzerland: AVA Press, 2005). Distributed in the United States by Watson-Guption Publications. ISBN: 9782940373314

Ashford, Janet and John Odam. *Start with a Scan: A Guide to Transforming Scanned Photos and Objects into High Quality Art/2<sup>nd</sup> Edition*. (Berkeley, California: Peachpit Press, 2000) ISBN: 978-0201710977

Berger, John. *Ways of Seeing*. (New York, NY: Penguin Books, 1977) ISBN: 978-0140135152

Beccia, Carlyn. *The Digital Renaissance: Classic Painting Techniques in Painter and Photoshop*. (Burlington, MA: Focal Press, 2014) ISBN: 978-0415841207

Bevlin, Marjorie Elliott. *Design Through Discovery: An Introduction*. (Florence, Kentucky: Cengage Learning/Wadsworth Publishing, 1994) ISBN: 978-0030765476

Birren, Faber. *Color and Human Response*. (New York: Van Nostrand Reinhold, 1978) ISBN: 978-0442207878

Bucklow, Spike. *Red: The Art and Science of a Colour*. (London, UK: Reaktion Books, Ltd., 2016) ISBN: 978-1780236247

Cabarga, Leslie. *The Designer's Guide to Color Combinations: 500+ Historic and Modern Color Formulas in CMYK*. (Cincinnati, Ohio: North Light Books, 1999) ISBN: 978-0891348573

Chen Design Associates. *One-Color Graphics: The Power of Contrast*. (Gloucester, Massachusetts: Rockport Publishers, Inc., 2002) ISBN: 978-1564969231

Clifton-Mogg, Caroline. *The Color Design Source Book: Using Fabrics, Paints, & Accessories for Successful Decorating*. (New York: Rylands Peters & Small, Inc., 2007) ISBN: ISBN-10: 1841722251

Eckstut, Joann and Arielle Eckstut. *The Secret Language of Color: Science, Nature, History, Culture, Beauty of Red, Orange, Yellow, Green, Blue & Violet*. (New York City: Black Dog and Leventhal Publishers, Inc., 2013) ISBN: 978-1579129491

Eiseman, Leatrice. *Pantone Guide to Communicating with Color*. (Cincinnati, Ohio: North Light Books, 2000) ISBN: 978-0966638325

Elam, Kimberly. *Geometry of Design/2<sup>nd</sup> Edition*. (New York, NY: Princeton Architectural Press, 2011) ISBN: 978-1616890360  
ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/njit/detail.action?docID=4737063>. **eBook for online reading**

Elam, Kimberly. *Grid Systems: Principles of Organizing Type*. (New York, NY: Princeton Architectural Press, 2004) ISBN: 978-1568984650  
ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/njit/detail.action?docID=3387574>. **eBook for online reading**

Eskilson, Stephen J. *Graphic Design: A New History/3rd Edition*. (New Haven, Connecticut: Yale University Press, 2019) ISBN: 978-0300233285

Feisner, Edith Anderson. *Color Studies*. (New York: Fairchild Publications, 2001) ISBN: 978-1609015312

Finlay, Victoria. *Color: A Natural History of the Palette*. (New York: Ballantine Books, 2002) ISBN: 978-0812971422

Finlay, Victoria. *The Brilliant History of Color in Art*. (Los Angeles: J. Paul Getty Museum, 2014) ISBN: 978-1606064290

Frankel, Felice C. and Angela H. DePace. *Visual Strategies: A Practical Guide to Graphics for Scientists & Engineers*. (New Haven, Connecticut: Yale University Press, 2012) ISBN: 978-0300176445

Giorgianni, Edward J. and Thomas E. Madden. *Digital Color Management: Encoding Solutions*. (Reading, Massachusetts, Addison Wesley Longman, Inc., 1998) ISBN: 978-0470512449

Graver, Amy and Ben Jura. *Best Practices for Graphic Designers, Grids and page Layouts: An Essential Guide for Understanding and Applying Page Design Principles*. (Beverly, MA: Rockport Publishers, 2012) ISBN: 978-1592537853 ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/njit/detail.action?docID=3399649>. **eBook for online reading**

Grovier, Kelley. *The Art of Colour: The History of Art in 39 Pigments*. (New Haven, Connecticut: Yale University Press, 2023) ISBN: 978-0300267785

Hollis, Richard. *Graphic Design: A Concise History/2<sup>nd</sup> Edition (World of Art Series)*. (New York: Thames & Hudson, 2002) ISBN: 978-0500203477

Holtzschue, Linda. *Understanding Color: An Introduction for Designers/5<sup>th</sup> Edition*. (New York: Wiley & Sons, 2017) ISBN: 978-1118920787 ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/njit/detail.action?docID=4771472>. **eBook for online reading**  
Also 2011 version available: Holtzschue, Linda. *Understanding Color: An Introduction for Designers/4<sup>th</sup> Edition*, John Wiley & Sons, Incorporated, 2011. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/njit/detail.action?docID=661605>. **eBook for online reading**

Itten, Johannes. *The Elements of Color*. (New York: Van Nostrand Reinhold, 1970) ISBN: 0-442-24038-4

Jacobus, Frank. *The Visual Biography of Color*. (New York: ORO Editions, 2016) ISBN: 978-1939621351

Jasper, Caroline. *Power Color: Master Color Concepts for All Media*. (New York: Watson-Guptill Publications, 2005) ISBN: 978-0823042609

Kasten, David Scott with Stephen Farthing. *On Color*. (New Haven, Connecticut: Yale University Press, 2018) ISBN: 978-0300235425 ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/njit/detail.action?docID=5387924>. **eBook for online reading**

Kozak, Gisela and Julius Wiedemann. *Package Design Now!* (Köln, Germany: Taschen GmbH, 2008) ISBN: 978-3822840313

Krause, Jim. *Color Index/2<sup>nd</sup> Revised Edition*. (Cincinnati, Ohio: HOW Books, 2010) ISBN: 978-1440302626

Krause, Jim. *Design Basics Index*. (Cincinnati, Ohio: HOW Books, 2004) ISBN: 978-1581805017

Leland, Nita. *Exploring Color: How to Use and Control Color in Your Painting*. (Cincinnati, Ohio: North Light Books, 1998) ISBN: 978-0891348467

Lidwell, William with Kritina Holden and Jill Butler. *Universal Principles of Design: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design*. (Beverly, MA: Rockport Publishers, 2003) ISBN: 978-1592530076

Livingstone, Margaret. *Vision and Art: The Biology of Seeing*. (New York: Harry N. Abrams, 2002) ISBN: 978-1419706929 **eBook for online reading**

Lupton, Ellen. *Thinking with Type: A Critical Guide for Designers, Writers, Editors & Students/2<sup>nd</sup> Revised and Expanded Edition*. (New York: Princeton Architectural Press, 2010) ISBN: 978-1568989693 ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/njit/detail.action?docID=3387329>. **eBook for online reading**

Lupton, Ellen, editor. *Graphic Design Thinking: Beyond Brainstorming*, Princeton Architectural Press, 2011. ISBN: 978-1568989792 ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/njit/detail.action?docID=3387597>. **eBook for online reading**

Mahnke, Frank H. *Color, Environment, Human Response*. (New York: John Wiley & Sons, 1996)

Martin, Bella and Bruce Hanington. *Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions*. (Beverly, MA: Rockport Publishers, 2012) ISBN: 978-1592537563

Miller, Marc D. and Randy Zaucha. *The Color PC: Production Techniques*. (Indianapolis, Indiana: Hayden Books, 1995) ISBN: 978-1568301792

Miller, Mary C. *Color for Interior Architecture*. (New York: John Wiley & Sons, 1997) ISBN: 978-0471127369

Newall, Diana. *Art in Detail: The Impressionists*. (New York: Metro Books, 2008) ISBN: 978-1435103757

Norman, Richard. *Electronic Color: The Art of Color Applied to Graphic Computing*. (New York: Van Nostrand Reinhold, 1990) ISBN: 978-0442235390

Page, Hilary. *Color: Right from the Start – Progressive Lessons in Seeing and Understanding Color*. (New York: Watson-Guptill Publication, 1994) ISBN: 978-0823007516

Pastoreau, Michel. *RED: The History of a Color*. (Princeton, NJ: Princeton University Press, 2017) ISBN: 978-0691172774

Pastoreau, Michel. *BLACK: The History of a Color*. (Princeton, NJ: Princeton University Press, 2009) ISBN: 978-0691139302

Pastoreau, Michel. *BLUE: The History of a Color*. (Princeton, NJ: Princeton University Press, 2018) ISBN: 978-0691181363

Pastoreau, Michel. *GREEN: The History of a Color*. (Princeton, NJ: Princeton University Press, 2014) ISBN: 978-0691159362

Pastoreau, Michel. *YELLOW: The History of a Color*. (Princeton, NJ: Princeton University Press, 2019) ISBN: 978-0691198255

Pring, Roger. *www.color: Effective Use of Color in Web Page Design*. (New York: Watson-Guptill Publications, 2000) ISBN: 978-0823058570

Prokhorov, Nikita. *Ambigrams Revealed: A Graphic Designer's Guide to Creating Typographic Art Using Optical Illusions, Symmetry, and Visual Perception*. (San Francisco, CA: New Riders Publishing/Peachpit a division of Pearson Education, 2013) ISBN: 978-0321855473

Reed, Ron. *Color Plus Design: Transforming Interior Space/3<sup>rd</sup> Edition*. (New York: Fairchild Books, 2021) ISBN: 978-1501362729

Rhyne, Theresa-Marie. *Applying Color Theory to Digital Media and Visualization*. (Boca Raton, Florida: CRC Press/Taylor & Francis Group, 2017) ISBN: 978-1498765497 **eBook for online reading**

Riechers, Angela. *The Elements of Visual Grammar: A Designer's Guide for Writers, Scholars & Professionals*. (Princeton, New Jersey: Princeton University Press, 2024) ISBN: 978-0691231228 **eBook for online reading**

Rivard, Peter. *Digital Color Correction*. (New York: Thomson Delmar Learning, 2006) ISBN: 978-1401896638

Sato, Tomoko. *Art in Detail: Japanese Art* (New York: Metro Books, 2008) ISBN: 978-1435103818

Sherin, Aaris. *Design Elements: Color Fundamentals* (Beverly, Massachusetts: Rockport Publishers, Inc., 2012) ISBN: 978-1592537198 ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/njit/detail.action?docID=3399580>. **eBook for online reading**

St. Clair, Kassia. *The Secret Lives of Color*. (New York: Penguin Books, 2016) ISBN: 978-0143131144 <https://onlinelibrary-wiley-com.libdb.njit.edu:8443/doi/full/10.1002/col.22496> **eBook for online reading**

Stone, Maureen C. *A Field Guide to Digital Color*. (Natick, Massachusetts: A.K. Peters, Ltd., 2003) ISBN: 978-1568811611

Sutherland, Rick and Barb Karg. *Graphic Designer's Color Handbook: Choosing and Using Color from Concept to Final Output*. (Gloucester, Massachusetts: Rockport Publishers, 2003) ISBN: 978-1592530557

Thomson, Laura. *Art in Detail: The Surrealists*. (New York: Metro Books, 2008) ISBN: 978-1435103771

Triedman, Karen and Cheryl Dangel Cullen. *Color Graphics: The Power of Color in Graphic Design*. (Gloucester, Massachusetts: Rockport Publishers, Inc., 2002) ISBN: 978-1564968654

Varichon, Anne. *Color Charts: A History*. (Princeton, New Jersey: Princeton University Press, 2024) ISBN: 978-0691255170 **eBook for online reading**

Walch, Margaret and Augustine Hope. *Living Colors: The Definitive Guide to Color Palettes through the Ages*. (San Francisco: Chronicle Books, 1995) ISBN: 978-0811837293

Wheeler, Alina. *Designing Brand Identity: An Essential Guide for the Whole Branding Team*. (Hoboken, New Jersey: John Wiley & Sons, 2012) ISBN: 978-1118099209 ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/njit/detail.action?docID=918218>. **eBook for online reading**

Wong, Wucius. *Principles of Color Design: Designing with Electronic Color/2<sup>nd</sup> Edition* (New York: John Wiley & Sons, 1997) ISBN: 978-0471287083

Wilcox, Michael. *Color Mixing Swatch Book*. (Bristol, England: School of Color Publications, 2001) ISBN: 978-0967962856

Wilcox, Michael. *Blue and Yellow Don't Make Green: How to Mix the Color You Really Want – Every Time*. (Bristol, England: School of Color Publications, 2002) ISBN: 978-0967962870

There are free tutorials with unlimited access for Corel products at: <https://learn.corel.com/all-tutorials/>

## SOURCES FOR BOOKS, SUPPLIES, EQUIPMENT

### Books:

NJIT Bookstore (973-596-3200)  
Amazon.com (<http://www.amazon.com>)  
Barnes & Noble (<http://www.barnesandnoble.com/>)  
Taschen Books (<http://www.taschen.com/en/>)  
Littman Architecture and Design Library (<https://archlib.njit.edu/>)

### Supplies:

#### DICK BLICK ART SUPPLIES <http://www.dickblick.com/>

Always check before you go as store hours and details change daily.  
At the time of this writing, the following Dick Blick Art Supplies stores are open for in-store shopping, curbside pick-up, and delivery.

65 E. Route 4, Paramus, NJ, 07652  
201-843-7702 [BlickParamus@dickblick.com]

111 4<sup>th</sup> Avenue, New York, NY 10003  
347-252-0332 [Blick4ave@dickblick.com]

650 6<sup>th</sup> Avenue and 20<sup>th</sup> Street, New York, NY 10011  
212-524-9611 [Blick6ave@dickblick.com]

443 Broadway, New York, NY 10013  
212-924-4136 [BlickSoho@dickblick.com]

237 West 23<sup>rd</sup> Street, New York, NY 10011  
212-675-8659 [BlickChelsea@dickblick.com]

#### JERRY'S ARTARAMA (formerly Jerry's Artist Outlet)

<https://www.jerrysartarama.com/>

Essex Green Shopping Plaza  
495 Prospect Avenue  
West Orange, NJ 07052  
973-669-0995  
email: [info@jerrysartistoutlet.com](mailto:info@jerrysartistoutlet.com)

NJIT BOOKSTORE (973-596-3200) email: [njit@bkstr.com](mailto:njit@bkstr.com)

#### HCAD AIAS SUPPLY SHOP

*NOTE: Bergen County (NJ) malls, supply shops and bookstores are generally closed on Sundays. This county includes the towns of Englewood, Hackensack, Fort Lee, Paramus, and Ramsey as well as others. Not all retail outlets in New York City or Essex County, NJ (Newark and West Orange) are open on Sundays. Check with individual stores to confirm hours of operation.*

*The list above is provided as a service to students. No specific retail outlet is endorsed, and the order of the listing is alphabetical (except for onsite NJIT outlets). Stores open and close all the time. (The New York/Northern New Jersey metropolitan area has lost four art supply retailers in the last decade: A.I. Friedman, Lee's Art Shop, New York Central Art Supply, and Pearl Paint.) There may be other sources for supplies. Check addresses and hours prior to visiting a store and/or consider ordering online.*

## MATERIALS LIST

Throughout the term there will be several projects requiring the use of digital and/or traditional media. The traditional media projects will primarily be created with watercolor and cut paper collage. Some of the traditional tools listed below are what a student or designer would typically use in the creation of these products. For example, one expects to cut paper in a collage and then glue to a backing material so an Xacto knife, straight edge for cutting, and rubber cement are listed. The watercolor projects do not require you to lay out diagrams before you apply paint, but you may wish to. For those who are accomplished in watercolor and have a steady hand, it may be possible to complete the work "by eye" without any preliminary pencil layout. Others may want to use a light pencil, triangle/straight edge, compass, and/or scale to lay out the work prior to the application of paint. The lists proposed include most of what you would need to accomplish the work. And the list assumes you have almost nothing. If you have a triangle, for example, that is a different size than the one specified, you may use it instead of purchasing a new one – it should have no impact whatsoever on the quality of the assignments you complete for this class. If you have watercolor brushes, use them. On the other hand, materials used for the actual project submission are required. Everyone must submit watercolor work on the 9" x 12" watercolor paper specified and must use watercolor paints. Everyone will need to cut paper for collage. Students may share tools and materials (especially watercolors).

### Traditional:

- A minimum of four different watercolors (*tube preferred*) that will give you three "primaries" and at least one complement. Recommended colors for the primaries are: cadmium yellow light, ultramarine blue or phthalocyanine (phthalo) blue, and cadmium red or alizarin crimson. You may substitute (if you are having difficulty obtaining the preferred colors) with colors such as lemon yellow or aureolin yellow, cobalt blue and/or cadmium red medium or light, or vermilion. You may, at your discretion, supplement your collection by adding colors such as phthalo green or viridian green, cerulean blue, magenta, cadmium scarlet (cadmium red orange), etc. You may purchase the smallest tubes available (unless you plan to create a lot of watercolors outside of this class for personal use). However, **unless directed otherwise, work shall be individual.** Complements should be selected carefully to make sure that mixing two complements will provide you with a neutral gray. Some complement pairs are: cadmium yellow light and ultramarine violet, phthalocyanine blue and cadmium scarlet, alizarin crimson and viridian green, cadmium red medium and phthalo turquoise (green-blue), cerulean blue and cadmium red light, and ultramarine blue and cadmium orange. *IT IS SUGGESTED THAT STUDENTS DELAY THE PURCHASE OF WATERCOLORS UNTIL THE RELEVANT IN-CLASS LECTURE.*
- Mixing palette for watercolors.

- 9" x 12" cold press watercolor paper (12 to 15 sheet block; ≈ 140 pound weight)
- heavy paper stock or illustration board (white) for collage (assignments will not require sizes larger than 8½" x 11" but you may cut larger sheets into several smaller ones)
- X-Acto Knife: #1 Knife with 15 (or more) #11 blades (note: interior designers and industrial designers are likely to use these throughout their academic career and will find that a box of 100 blades will be more economical over time)
- 12" architects triangular scale (optional – especially for Digital Design students who are unlikely to use this after first year classes)
- Rubber cement and rubber cement pick-up
- 18" steel straight edge for cutting (cork bottom suggested)
- 12" x 18" or 18" x 24" cutting mat (required if you do any cutting on NJIT-owned desks or tables) <Note: regardless of where you choose to work – home or dorm or design studio – protecting the furniture is a good idea.>
- Lead holder and lead pointer for sharpening lead holder leads
- 2H leads
- Vinyl eraser and eraser shield
- 2 watercolor brushes (#8 and #2 are recommended sizes)
- 8" – 30°-60° plastic triangle and/or 10" – 45°-45° plastic triangle (The triangles will be used to help layout some work created with traditional media. Industrial Design and Interior Design students are likely to want both since they will be building physical models throughout their educational career. Students who do not wish to purchase these may share/borrow from one another.
- Compass (optional)

**Students do *not* need to bring traditional media tools or materials to class unless instructed otherwise. It is recommended that Art + Design students in studio spaces work on traditional media projects in studio. Students not enrolled in the School of Art + Design and assigned to laboratory spaces may NOT do any traditional media work in the labs and are advised to keep the materials at their place of residence and to do the work offsite, then bring to class/lab the work (both in-progress and final submissions) for critiques and scanning.**

**Students who have already taken AD 111 – Communication in Art + Design: Traditional Media or the first year of architecture classes, will have most of the materials required. Students who are or will be taking either of those courses will use most of the traditional tools and consumable materials in those courses as well as this one. Students in Industrial Design and Interior Design are likely to continue to use these tools in their respective design studios. Digital Design students may use these tools, but in more limited applications and in special courses and subjects (e.g., storyboarding, physical computing, etc.).**

#### **Digital:**

*Back-Up Systems for Files:* In general, this will be accomplished with USB Flash Drives – 32 GB or larger recommended - for temporary back-up and to facilitate off-network file transfer. **ALWAYS have files backed up on at least two physical drives.** (Flash drives do fail, and files are generally unrecoverable.) Flash drives will be critical for students working in the labs. We cannot guarantee permanence of data on lab machines and students are responsible for storing all files (more than one copy so you ALWAYS have a back-up on distinct physical media – two copies of the file on the same flash drive will not help you when the flash drive fails). Alternatively, one can bring an external USB hard drive but there is no guarantee that an open electrical outlet will be in close proximity to the workstation. Cloud storage like Google Drive is another location to store files. But you may be required to submit some files on physical media simply because download time when everything is on Google Drive can be onerous for the faculty member. And while storage on Google Drive is “free” to students now, there are plans to change that and you should not rely on continued or reliable free storage on Google Drive indefinitely. **YOU ARE RESPONSIBLE TO HAVE MEDIA TO BACK UP ALL WORK ON DIFFERENT DRIVES.**

*Headphones and mic.* This may be necessary depending on your circumstances and whether you have somewhere else to watch supplemental online material. You may be listening to asynchronous material while other students are working. This is a courtesy if you are working in the lab (or in a studio). There is no guarantee that you will be all alone when you listen to this material. If you have a separate laptop and can go somewhere outside of the lab, then it may not be required unless you want remote critiques on your work. If you are listening to synchronous material, the feedback from speakers will make it difficult for everyone to hear. The microphone allows you to have reasonable conversations with critics and peers when working on projects or presenting work. If you don't have these or need to use them now, you are likely to need them in the future.