

COLOR CONTROL FOR THE PRODUCT

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General description of the subject

The course is proposed from a theoretical-practical point of view, so that the student studies, knows and experiences the plastic possibilities of color applied to design products. In particular, the design product object of work is a ceramic piece. The teaching concludes with an exhibition of the final works.

Among the objectives set are:

- Experiencing in a creative way the possibilities that color has to come up with design products
- Knowing the color keys provided by the context of a product
- Attending to the coherence between ideation and result as an essential factor in the justification of the design
- Meet companies and professionals who work and research in the field of color and relevant to the profession
- Making the students develop their own resources to carry out a color project from start to finish
- Put into practice coloring techniques applied to a product prototype
- Gain real experience in mounting exhibitions and product presentation

Competences

Subject	Competence
Research and development in design	Design, plan and manage design in public and architectural spaces intended for collective use: urban environments and events, exhibition spaces, elements of urban furniture and eventual installations
Research and development in design	Ability to exchange and integrate procedures to configure design products at both analog and digital level
Research and development in design	Sensitivity to develop compositional and perceptual variables in projective activit.
Research and development in design	Use multimedia tools for the visualization, presentation and strategic communication of the product and design projects
Research and development in design	Know how to communicate the conclusions and reasons for the creative process to specialized and non-specialized audiences in a clear and unambiguous way.
Research and development in design	Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context

Cross-cutting competences

Subject	Competence
	(05) Design and project
Research and development in design	<ul style="list-style-type: none">• Activities carried out related to the acquisition of competence: Design of a ceramic piece in collaboration with a real company• Detailed description of activities:

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	<p>It is about applying the theoretical knowledge of the subject applied to product design, in particular, the design of a ceramic piece, under morphological, compositional and chromatic criteria, under a concept (contextual references, etc.) that must support the justification of this design.</p> <ul style="list-style-type: none"> • Evaluation criteria: <p>This work constitutes the main block of the subject, and is evaluated individually or in groups of two to three people, depending on the class structure. This work consists of a dossier, a panel and an oral explanation, which are evaluated separately. A justified and coherent ideation with the final result is especially valued, analyzing the different elements that have been taken into account in achieving the design.</p>
Research and development in design	<p>(06) Teamwork and leadership</p> <ul style="list-style-type: none"> • Activities carried out related to the acquisition of competence: <p>The resolution of practical cases of color application in different design products.</p> • Detailed description of activities: <p>Resolution of practical design cases such as shop windows, interior design, product displays, signage, etc ... using chromatic criteria. Work in groups of maximum four people</p> • Evaluation criteria: <p>Evaluation according to the novelty of the proposal, the proper justification and its attractive presentation</p>
Research and development in design	<p>(08) Effective communication</p> <ul style="list-style-type: none"> • Activities carried out related to the acquisition of competence: <p>Reasoned description, at an essentially chromatic level, of existing products as well as exercises proposed in class</p> • Detailed description of activities: <p>Individual work presented orally, through exposition in class, submitted to the debate between the rest of the students and the teaching staff. The work is delivered at the end of the presentation</p> • Evaluation criteria: <p>Evaluation according to the novelty of the proposal, the proper justification of it and its attractive presentation</p>
Research and development in design	<p>(13) Specific instruments</p> <ul style="list-style-type: none"> • Activities carried out related to the acquisition of competence: <p>Color measurement of different products in the laboratory</p>

Subject	Competence
	<ul style="list-style-type: none"> Detailed description of activities: The activity consists of the measurement of color of a product carried out in the laboratory through the use of specific material, such as a colorimeter and a contact spectrophotometer, as well as through the use of color charts under different lighting conditions Evaluation criteria: The work is individual and consists of the presentation of the chromatic data of a product, obtained with the laboratory measurement material, with a justification.

Recommended knowledge

- Basic knowledge of the fundamentals of color.
- Management, at user level, of color notation systems.
- Management, at the user level, of the most common computer programs and prototyping tools in the field of design. In particular, it is essential that the student use the graphic design and image processing software (Photoshop)
- Interest and sensitivity for the chromatic aspects for the design of the product and its implementation in materials.

Selection and structuring of the Teaching Units

- Color nomenclature for the product**
 - Theoretical foundations of color
 - Color notation systems. Color charts. Color spaces
 - Instrumentation for measurement and color control
 - Contrasts and harmonies
 - Perceptions modified by physical and physiological causes
- Plastic possibilities of color as a differential factor of the products**
 - Color to interfere with visual perception of shape
 - Color to describe the product
 - Color for its intrinsic plastic value
 - Art references
- Psychological aspects of color**
 - Cultural aspects related to color
 - Color preferences
 - Psychosomatic aspects of color
 - Color and Product Marketing
- Research Centers, industries and color professionals**
 - Color professionals
 - Visits
 - National and foreign entities related to color

Distribution

Didactic unit	Classroom Theory	Laboratory Practice	Field Practice
Color nomenclature for the product	7	8	--
Plastic possibilities of color as a differential factor of the product	6	10	5
Psychological aspects of color	5	5	2
Research Centers, industries and color professionals	2	0	0
Total hours:	20	23	7

Open answer written test	Timed test, carried out under control, in which the student constructs his answer. You may or may not be granted the right to consult supporting material	2	10%
Objective tests (test type)	Written exam structured with various questions or items in which the student does not elaborate the answer; You only have to point it out or complete it with very precise elements	1	10%
Academic work	Development of a project that can range from short and simple works to large and complex works typical of last years and doctoral theses.	1	10%
Minute questions	They are open-ended questions that are asked at the end of a class (two or three)	1	10%
Proyecto	It is a didactic strategy in which students develop a new and unique product by completing a series of tasks and using resources effectively.	1	30%
Case	It involves the analysis and resolution of a situation that presents multiple solution problems, through reflection and dialogue for group learning, integrated and meaningful	2	20%
Observation	Strategy based on the systematic collection of data in the learning context itself: task execution, practices ...	1	10%

In the evaluation of the subject the most important weight falls on the development of a color project applied to a specific design product. This work has a documentary part, a presentation in poster format, an oral defense of the project, the execution of a real case and, as far as possible, the assembly of a collective exhibition.

- In the grade of the subject, indicators added to the simple evaluations and other aspects that allow a more complete learning are introduced: the participation of experts, the collegial evaluation, the self-evaluation, the observation of the teachers, etc.

- Those students who do not pass the subject per course will be asked for an alternative academic work that recovers the suspended assessment systems

Maximum absence percentage

Activity	Percentage	Observations
Classroom Theory	20%	In case of not being able to attend for just cause, the monitoring of the activity will be evaluated, providing alternative learning results.
Seminar Theory	20%	In case of not being able to attend for just cause, the monitoring of the activity will be evaluated, providing alternative learning results.
Classroom Practice	20%	In case of not being able to attend for just cause, the monitoring of the activity will be evaluated, providing alternative learning results.
Laboratory Practice	20%	In case of not being able to attend for just cause, the monitoring of the activity will be evaluated, providing alternative learning results.
Computer Practice	20%	In case of not being able to attend for just cause, the monitoring of the activity will be evaluated, providing alternative learning results.
Practice Field	20%	In case of not being able to attend for just cause, the monitoring of the activity will be evaluated, providing alternative learning results.

Bibliography

Interacción del color (Albers, Josef)

Arte y percepción visual. Psicología del ojo creador (Arnheim, Rudolf)

El color en la arquitectura y en el diseño (García Codoñer, Ángela | Torres Barchino, Ana)

Teoría y uso del color (De Grandis, Luigina)

El color del centro histórico : arquitectura histórica y color en el Barrio del Carmen de Valencia (García Codoñer, Ángela | Llopis Verdú, Jorge | Masiá León, José Vicente | Villaplana Guillén, Ramón | Torres Barchino, Ana María | Valencia Ajuntament)

Signs : colors. (AA.VV.)

Colours (Koolhaas, Rem | Foster, Norman | Mack, Gerhard | Mendini, Alessandro | OMA (Office for Metropolitan Architecture))

Three color strategies in architectural composition (Serra Lluch, Juan | Universitat Politècnica de València. Departamento de Expresión Gráfica Arquitectónica - Departament d'Expressió Gràfica Arquitectònica)

Color for architects (Serra Lluch, Juan De Ribera)

The versatility of color in contemporary architecture (Serra, Juan)

COLOUR FOR STONE (IRENE DE LA TORRE FORNÉS)

¡Pon color a tu silla--- y recorre Valencia! (Serra Lluch, Juan)