

COLOR AND VISUAL PERCEPTION

Degree in Graphical Design

Degree in Graphical Design

Code: 11512

Main Scientific Area: Drawing

Lecturer: Diana Maria Ferreira Martins

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 100h

ECTS: 6,0

Objectives

- To map and analyze the elements that make up the visual grammar;
- To approach, in general, the perception, cognition and constitutive processes of representations and visions of the world, with emphasis on the issues of memory, language, reception and interpretation, considering the implications of these phenomena in theory and in practice of design;
- To characterize colour from a physiological, perceptive, expressive, psychological and cultural point of view;
- To promote reflection about visual perception and expressive use of colour.

Learning Outcomes

This is a course unit through which it is proposed to provide students with historical, cultural, aesthetic and technical knowledge involved in this area.

Course Contents

1. Basic elements of visual communication;
2. Perception in the visual field (in the field of psychology and cognitive sciences) Principles of Gestalt Theory and the main laws of perceptual grouping;
3. Physical and chemical aspects of colour (theoretical evolution of colour and colour vision);
4. Perceptual and expressive aspects of colour (colour of light, objects; characteristics or attributes of colour; complementary colours; posterior or consecutive image; additive, subtractive and partitive synthesis; contrasts; harmonies);
5. Psychophysiological effects and reactions of colour; symbology and association of colours;

6. Applying colour to design.

Recommended Bibliography

Arnheim, R. (1980).Arte percepção visual - Uma Psicologia da Visão Criadora.São Paulo: Pioneira Thomson Learning.

Barros, L. (2008).A Cor no Processo Criativo, um estudo sobre a Bauhaus e a teoria de Goethe.São Paulo: Senac.

Dondis, Donis (2002).La Sintaxis de la Imagen: introducción al alfabeto visual.Barcelona: Gustavo Gill.

Farina, M.; Perez, C. e Bastos, D (2006).Psicodinâmica das cores em comunicação.São Paulo: Edgard Blucher.

Heller, Eva (2014).Psicologia de cor: como as cores afetam a emoção e a razão. Barcelona: Gustavo Gill.

Learning and Teaching Methods

The syllabus contents were defined according to the objectives that are intended to be achieved in this curricular unit and the skills to be acquired by students.

- Awareness of the fluidity of meaning, depending on the context and the personal and cultural experience of the recipient;
- Application of Gestalt principles in communication design;
- Understanding the perceptual, psychological and technical qualities of the elements of visual communication;
- Understanding the impact of each visual element in isolation and the message provoked in the observer through its combination;
- Development of sensitivity and mastery of compositional elements in the production of meanings;
- To recognize of the importance of colour and its meanings in the perception of the surrounding world;
- To know the physical phenomena that lead from light to colour;
- To Understand the mechanisms of human physiology that allow color vision;
- To know the syntheses of colour, dimensions, classification systems and their interactions;
- To understand the mixture of colours;
- To understand the cultural and psychological implications of colour;- To identify the application of colour in Design and Visual Arts.

Assessment Methods

Operating regime

Students should consult the Regulamento Académico(RA) of the IPCA and the Regulamento de Avaliação de Conhecimentos e Competências(RACC) of the ESD.

The curricular unit works on a face-to-face basis. However, given the situation of the COVID-19 pandemic, the curricular unit's operating regime can be changed, according to current legislation and the rules defined by the IPCA. Teaching and learning methodologies will be adapted accordingly and changes will be communicated to students.

Continuous evaluation

The assessment is continuous and periodic(according to point 1 of article 3 of the ESD RACC).The student's presence and punctuality is valued. Thus, the effective assessment in this course will result from the combination of the following components:

1st projectX 0.30 +2nd projectX 0.20 +Written test at the end of the 2nd semesterX 0.40 +Participation and punctualityX 0.10

Examination season

This curricular unit enables assessment during the 2nd semester exams (according to point 4 of article 4 of the ESD RACC)

The assessment at this time integrates the following elements of learning assessment with weighting:exam gradeX 0.50+final semester gradeX 0.50

In this curricular unit, and for the exam period of the 2nd semester, only students who have obtained a general classification in the UC of Colour and Visual Perception can register with a grade starting from 6 (six) values out of 20 (twenty)).

There is also a minimum required attendance record of 75%of the total number of classes (with the exception of students on a worker-student basis).

Special exam period

Only students who are under a special frequency regime have access to this period (as described in section I, article 135.º and in point 5, article 209.º, of the IPCA Academic Regulations)

Assessment in this special season integrates the following elements of learning assessment with weighting:exam grade(100%)(total evaluation)

Grade improvement

In this curricular unit, grade improvement can be performed at any time of assessment. Students who intend to undergo grade improvement should consult point 1 of article 6 of the ESD RACC

The assessment at this time integrates the following elements of learning assessment with weighting:exam gradeX 0.50+final semester gradeX 0.50

During special exam season:

The assessment integrates the following elements of learning assessment with weighting:exam grade(100%)(total

evaluation)