Course Name : **Making Sense with Colours**
Faculty Coordinator : Ms. Anshu Choudhary
Course Duration : 12 Hours
Mode : Hybrid
Eligibility : 10th Standard & above
Course Fee : Rs. 2000 (Including GST)
Dates of commencement : 1st to 12th May 2023

Subject Aim

- The course covers the fundamental principles of color theory, including color mixing, color harmonies, and the color wheel. Students may learn about the different color models, such as RGB and CMYK, and how they are used in various fields.
- The course explores the impact that different colors can have on emotions, behavior, and mental processes. Students may study the ways in which color is used in branding, marketing, and design to elicit specific reactions from viewers.
- Students will learn how to choose and use colors effectively in various contexts, such as graphic design, interior design, and fashion. This may include hands-on exercises in color mixing, color matching, and color palette creation.
- The course investigates how colors have been used and perceived in different cultures and historical periods. Students may explore the symbolism of colors in art, literature, and religion, as well as the social and political meanings associated with certain colors.

Learning Outcome

Knowledge

- Understanding the psychological and emotional effects that colors can have on individuals, including how color influences mood, behavior, and decision-making.
- Familiarity with color theories and principles, including color harmony, color contrast, and color symbolism.
- Increased critical thinking skills and an ability to analyze and interpret the use of color in different contexts.
- Understanding the basic principles of color theory, such as hue, saturation, and brightness, and how they relate to the color wheel.
- Familiarity with the different color schemes that can be created using the color wheel, such as monochromatic, complementary, analogous, and triadic color schemes.

Skills

Studying color psychology can provide a deeper understanding of how color influences our perceptions and can enhance one's ability to communicate effectively through the use of color.