CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

COURSE MODIFICATION PROPOSAL

PROGRAM AREA _____________________________________________________________________________________________

REVISED 8.1.08 BY DAN WAKELEE

1. Catalog Description of the Course. [Include the course prefix, number, full title, and units. Provide a course narrative using underline for deletions and CAPITALS for additions including prerequisites/corequisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of ___ units); time distribution (Lecture ___ hours, laboratory ___ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]

ART 323 Communication Design Technology: Packaging and Multimedia Presentations PRE-PRESS (3-3)(3)
Six hours ACTIVITY week
Prerequisite: ART 313
Studio topics explore thematic approaches in the development of visual continuity and technical competency working in graphic design, product identity and interactive multimedia PRODUCTION ART AND PRODUCT IDENTITY IN PREPARATION FOR MASS MEDIA DISTRIBUTION. At this phase of study, projects focus on the integration of artistic concept and technical proficiency in the creation of graphic design for print, packaging, AND interactive multimedia, PUBLISHING. and Internet applications. REPEATABLE FOR UP TO 6 UNITS.

2. Mode of instruction

<table>
<thead>
<tr>
<th>Existing</th>
<th>Proposed</th>
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<tr>
<td>Lecture</td>
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<td>Seminar</td>
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3. Course Content in Outline Form if Being Changed. [Be as brief as possible, but use as much space as necessary]

ART 323. Communication Design Technology: Packaging and Pre-Press (3)

I. Concept development, idea expansion and format exploration.
   A. Written statements
   B. Sketches
   C. Ideation
   D. Personal expression

II. Communication organization
   A. Information hierarchies
   B. Identity systems
   C. Visual logic
   D. User-interfaces
   E. Legibility

III. Type design
   A. Letterform
   B. Typefaces
C. Spacing

IV. Basics of visual language
   A. Form, contrast, rhythm, contrast, and progression
   B. Page Layout
   C. Color treatments
   D. Symbols

V. Experimentation in image development, manipulation and modification.
   A. Artistic motifs
   B. Graphic styles
   C. Virtual environments

VI. Scanning, digitizing and file formats.
   A. Still imagery
   B. Computer generated imagery.
   C. File preparation

VII. Presentation and class critique of projects.
   A. Print
   B. Digital Imagery
   C. Packaging
   D. SINEAGE
   E. Environmental applications
      E. Internet

4. References. [Provide 3-5 references on which this course is based and/or support it.]

5. Indicate Changes and Justification for Each. [Check all that apply and follow with justification. Be as brief as possible but, use as much space as necessary.]
   __X__Course title
   ___Prefix/suffix
   ___Course number
   ___Units
   ___Staffing formula and enrollment limits
   ___Prerequisites/corequisites
   __X__Catalog description
   __X__Course content
   ___References
   ___GE
   ___Other

Justification

The title change more clearly reflects the content to be covered in the course.
The Catalog description has been updated to clearly reflect the intended course content.

**Learning Objectives**

Through studio projects involving technical demonstrations, artistic exercises, class discussions, field trips to museums and galleries, project presentations and class critiques, students will:

- Develop projects that explore the use of traditional artistic methods and digital art technology.
- Articulate, verbally and in written form, their conscious intentions and coherent aesthetics in relationship to projects they produce.
- Develop a personal artistic/symbolic language expressed through the artistic process.
- Demonstrate proficiency working with emerging digital technology in the development of graphic design projects.
- Produce group projects involving collaborative team assignments.
- Demonstrate methods and processes utilized in refinement of artistic ideas and technical issues.
- Participate in the critical evaluation process of peer projects.
- Develop artistic skills leading toward professional practice in the arts.
- Produce individual works of art.
- Develop a MULTIMEDIA personal portfolio of work created in the course.

6. **If this modification results in a GE-related change indicate GE category affected: N/A**

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<thead>
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<th>A (English Language, Communication, Critical Thinking)</th>
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<td>B (Life Sciences)</td>
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<td>C (Fine Arts, Literature, Languages &amp; Cultures)</td>
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<td>D (Social Perspectives)</td>
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<td>E (Human Psychological and Physiological Perspectives)</td>
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7. **Consultation**

   Attach consultation sheets from all program areas, Library, and others (if necessary)

8. **If this course modification will alter any degree, credential, certificate, or minor program in your program attach a program modification.**

   Proposer of Course Modification  Date  12-1-03
Approvals

___________________________________________________
Program Chair     Date

___________________________________________________
Curriculum Committee Chair   Date

___________________________________________________
Dean       Date
1. Course Title: **ART 323  Communication Design Technology: Packaging and Pre-Press (3)**

2. Program Area: ___ ART ________________________________

**Recommend Approval**

<table>
<thead>
<tr>
<th>Program Area/Unit</th>
<th>Program/Unit Chair</th>
<th>YES</th>
<th>NO (attach objections)</th>
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