CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

NEW COURSE PROPOSAL

PROGRAM AREA: **ART**

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 including prerequisites and 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 423 ADVANCED ARTISTIC PROBLEMS: COMMUNICATION DESIGN TECHNOLOGY (3-3)**

**Six hours laboratory per week.**

Prerequisite: ART 323 or 324

Investigations into the development of advanced concepts, innovative processes and personal artistic style working in communication arts and design technology. Students achieve increased artistic depth and advanced technical proficiency leading to the development of a congruent body of work. Creation and presentation of a professional portfolio in print and interactive CD Rom is a required component of the course work.

2. Mode of Instruction.

<table>
<thead>
<tr>
<th></th>
<th>Hours per Unit</th>
<th>Benchmark Enrollment</th>
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<tbody>
<tr>
<td>Lecture</td>
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<td>Seminar</td>
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<tr>
<td>Laboratory</td>
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<tr>
<td>Activity</td>
<td>2</td>
<td>20</td>
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</tbody>
</table>

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) [Use as much space as necessary]

**Justification**

This course fulfills three units of required upper division studio art course for the Art Major in the studio art option.

This is the final course in a sequence of Communication Design Technology courses designed for the student seeking to expand their knowledge and proficiency into the realm of graphic design, web design, and interactive multimedia. A course of this level and depth provides students with the opportunity to conceptually and technically refine their work in preparation for professional artistic practice. Numerous creative, professional and academic opportunities await the artist proficient in visual communication art and design technology. This course advances the mission of the CSUCI Art Program and the University to be on the forefront of technological innovation. It also serves to prepare CSUCI students to succeed as graphic designers working in the competitive world of print, Web and multimedia design for corporate and entertainment industries. Work in a studio art course of this nature is created through complicated experimentation involving evolving artistic concept and technique. For this reason, it is necessary that this course to be repeatable for an additional three units, allowing students time to resolve complex technical problems and create projects of greater artistic scope and scale.

**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 integrate traditional art processes with digital art technologies.
- Articulate, verbally and in written form, their conscious intentions and coherent aesthetics in relationship to projects they produce.
- Express, through the process of artistic production, personal theories and artistic statements in relation to diverse global events.
- Design and execute artistic experiments working in graphic design, Web Design and multimedia.
- Develop skills leading toward professional artistic practice through the refinement of ideas and technique.
- Produce individual works of art.
- Demonstrate advanced proficiency working with digital media art processes in the development of communication arts projects.
- Produce group projects involving collaborative team assignments.
- Develop artistic skills leading toward professional practice in the arts.
- Produce a professional portfolio of artworks created in the term of the course.

4. Is this a General Education Course  YES  NO
If Yes, indicate GE category:

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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<tbody>
<tr>
<td>A</td>
<td>(English Language, Communication, Critical Thinking)</td>
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<tr>
<td>B</td>
<td>(Mathematics &amp; Sciences)</td>
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<tr>
<td>C</td>
<td>(Fine Arts, Literature, Languages &amp; Cultures)</td>
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<tr>
<td>D</td>
<td>(Social Perspectives)</td>
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<tr>
<td>E</td>
<td>(Human Psychological and Physiological Perspectives)</td>
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</tbody>
</table>

5. Course Content in Outline Form. [Be as brief as possible, but use as much space as necessary]

ART 423 Advanced Artistic Problems: Communication Design Technology (3-3)

Students are encouraged to explore and refine specific techniques and elements of interest in their personal work. In consultation with the instructor, students will conceive, design, and execute specific projects best suited to enhance their future goals and artistic development. Projects will generally fall into, but are not limited to categories listed below.

- Art direction
- Computer graphics
- Corporate identity
- Digital illustration
- Graphic design
- Industrial presentations
Installations and displays  
Interactive multimedia  
Packaging  
Typography design  
Website design

Elements involved in projects
- Development of visual concepts and narrative content
- Quality of artistic work and design processes
- Technical proficiency with selected media
- Originality of ideas and artistic merit of the projects
- Quality of final presentation in class discussions and critiques

Creation of a professional portfolio presented in print and production of an interactive CD Rom is a required component of the course work.

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

Martinez, Benjamin. *Visual Forces*, Inglewood, Prentis Hall, 1992  

7. List Faculty Qualified to Teach This Course.

- Jack Reilly, MFA, Professor of Fine Arts

8. Frequency.
   a. Projected semesters to be offered:  Fall  ___x__ Spring  ___x___  Summer  _____

9. New Resources Required.
   a. Computer (data processing), audio visual, broadcasting needs, other equipment
   b. Library needs
   c. Facility/space needs

   • No new resources will be required to offer this course. This course will be offered in the CSUCI Art Complex multimedia computer lab equipped with the latest graphic design and digital art software. Existing equipment and facilities are currently adequate to support the implementation of this course.

10. Consultation.
   Attach consultation sheet from all program areas, Library, and others (if necessary)

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

Jack Reilly, MFA, Professor of Fine Arts 12-8-2002

Proposer of Course Date

NEWCRSFR 9/30/02
Approvals

(Jack Reilly)  12-8-02

______________________________
Program Coordinator  Date

______________________________
GE Committee Chair  Date
(If applicable)

______________________________
Curriculum Committee Chair  Date

______________________________
Dean  Date

Effective Semester: ___________ Fall 03 ____________________________
1. Course prefix, number, title, and units:

**ART 423 Advanced Artistic Problems: Communication Design Technology (3-3)**

2. Program Area: __________ ART ____________________________

### Recommend Approval

<table>
<thead>
<tr>
<th>Program Area/Unit</th>
<th>Program/Unit Coordinator</th>
<th>YES</th>
<th>NO (attach objections)</th>
<th>Date</th>
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<tbody>
<tr>
<td>Art</td>
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* If needed