NEW COURSE PROPOSAL

PROGRAM AREA: **ART**_____

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 204. GRAPHIC DESIGN (3)
   Prerequisite: ART 105, 106, 108
   Six hours ACTIVITY per week.
   An introduction to basic concepts in graphic design for print and electronic media. Projects incorporating traditional and digital media explore typography, layout and visual design. Particular emphasis is on the development of fundamental skills leading to the ability to communicate ideas through the use of text and visual imagery.

2. **Mode of Instruction.**

	Units	Hours per Unit	Benchmark Enrollment
Lecture	_____	_____	_____
Seminar	_____	_____	_____
Laboratory	_____	_____	_____
Activity	___3_____	___2_____	___20_____

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 3 units of the lower division studio art requirement for the Art Major

Through a series of software exercises and defined projects students will conceptualize, design and produce artworks focusing on the integration of basic computer graphics with text, visual imagery and interactivity. This course provides a comprehensive introduction to computer graphic design. Students will explore the basics of design, project style and production, and a variety of new media graphic techniques. Graphic design courses are integral to any comprehensive art curricula. Virtually every art program throughout the world offers a course of this nature. This course is an articulated (CAN) course with neighboring colleges and universities. It provides artistic preparation for CSUCI students desiring to pursue a career in the commercial arts.

Learning Objectives

Through studio projects involving technical demonstrations, artistic exercises, discussions, field trips, student presentations and critiques, students will:

o   Demonstrate basic design principles in graphic design projects.

o   Demonstrate proficiency with graphics design software program to produce basic projects.

o   Articulate, verbally and in written form, their conscious intentions and coherent aesthetics in relationship to projects they produce.

o   Develop a personal artistic/symbolic language expressed through the artistic process.

o   Demonstrate methods and processes utilized in refinement of artistic ideas and technical issues.

o   Demonstrate knowledge of design theory through the critical evaluation process.

o   Develop artistic skills leading toward professional practice in the arts.

o   Produce individual works of art.

o   Develop a portfolio of work created in the course.

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

A (English Language, Communication, Critical Thinking)	
B (Mathematics & Sciences)	
C (Fine Arts, Literature, Languages & Cultures)	
D (Social Perspectives)	
E (Human Psychological and Physiological Perspectives)	

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

ART 204. Graphic Design (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 principles
     A. Form, contrast, rhythm, contrast, and progression
     B. Page Layout
     C. Color treatments
     D. Symbols

V. Experimentation in image development
    A. Artistic motifs
    B. Graphic styles

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

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

Sample Project: Composition of a Quotation

Select a famous quote that is of personal significance and compose it into an innovative design by using only typographic elements and page layout. Experiment with typeface, proportion, color, contrast, juxtaposition, and rhythm to capture the essence of the quotation.

Elements involved in the creation of the project:

*   Investigation and application of letterforms and typefaces
*   Color treatment
*   Leading, kerning, and spacing
*   Manipulation of vector-based objects
*   Basic page layout techniques
*   Presentation of final project

Sample Project: Computer Desktop Digital Image

Develop an abstract digital image to serve as the background image for a computer desktop. Project will focus on how pattern, repetition, subtlety, luminosity, and virtual depth embellish digital interfaces. Consideration will be given to the RGB color system used by monitors as opposed to the CMYK system of the printed page.

Elements involved in the creation of the project:

*   Experimentation in image development, manipulation and modification
*   Fabricated virtual environments
*   3D simulation
*   Effects of layering
*   Color Systems
*   Presentation of final project

Sample Project: Shopping Bag Redesign

Redesign the shopping bag of an existing company. Rework the branding by altering the logo and/or markings while maintaining the color scheme. Create additional illustrations if applicable. Consider the physical material

and shape of the bag and develop alternative designs. Translate the new design across bags of different scales. Designs should reinforce the product sold by the company.

Elements involved in the creation of the project:

* Deconstruction of packaging and logo design
* Digital scanning of imagery
* Manipulation of still imagery
* Exploration of the progression and revision of brand identities
* Presentation of completed project

Sample Project: Outdoor Advertisement

Create an Outdoor Ad for a non-profit organization. Project will look at marketing strategies and defining a target audience. Text and image should integrate to support and communicate the ad concept in a direct and speedy fashion. Consideration will be given to concerns of deploying ads within public spaces.

Elements involved in the creation of the project:

* Concept development, idea expansion and realization
* Ad concept statement
* Selection and manipulation of still imagery
* Application of typefaces
* Presentation of completed project

Sample Project: Electronic Portfolio of Course Work

Develop a digital portfolio that presents your work generated over the duration of the course. Begin the presentation with a short animation sequence that provides an overview of the contents. Develop an intuitive interface that allows viewers to explore the contents, item by item. Project will focus on the how well content is organized and maintaining a consistent look and feel throughout the presentation.

Elements involved in the creation of the project:

* Digitized still imagery
* Computer generated intro sequence
* Basic user-interface design
* Interactive information design
* Final in class presentation of project

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

Brainard, Shirl. *A Design Manual*, Englewood: Prentice Hall, 1998
Cheatham, Frank & Owens, Sheryl. *Design Concepts,* Englewood, Prentice Hall, 1987
Lauer, David. *Design Basics*, Chicago: Holt, Reinhardt and Winston, 1990
Martinez, Benjamin. *Visual Forces*, Inglewood, Prentis Hall, 1992
Meggs, Philip. *A History of Graphic Design,* Van Nostrand Reinhold, 2001

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 digital art and design 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, Professor of Art   1-4-03

_____

Proposer of Course   Date

Approvals

(Jack Reilly)   1-4-03

_____

Program Coordinator   Date

_____

GE Committee Chair   Date
(If applicable)

_____

Curriculum Committee Chair   Date

_____

Dean   Date

Effective Semester: _____

1. Course prefix, number, title, and units: **ART 204. Graphic Design (3)**

2. Program Area: _____**ART**_____

Recommend Approval

Program Area/Unit	Program/Unit Coordinator	YES	NO (attach objections)	Date
Art		X		1-4-03
Business & Economics				
Education				
ESRM				
Humanities				
Liberal Studies				
Mathematics & CS				
Sciences				
Library*				
Information Technology*				

* If needed