

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 313 COMMUNICATION DESIGN TECHNOLOGY: GRAPHIC DESIGN FOR PRINT MEDIA (3)

Six hours laboratory per week

Prerequisites: ART 108, ART 204

Studio projects explore media and methodologies in typography and graphic design for print media. Assignments emphasize the integration of traditional design concepts with digital art technology in projects created for print and Internet applications.

2. **Mode of Instruction.**

	Units	Hours per Unit	Benchmark Enrollment
Lecture	_____	_____	_____
Seminar	_____	_____	_____
Laboratory	___3___	___2___	___20___
Activity	_____	_____	_____

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 (of eighteen) units of required upper division studio art course for the Art Major in the studio art option.

This course is designed for the student seeking to develop their knowledge of graphic design and related new art technology. Graphic design courses are integral to any comprehensive art major. Design technology courses are generally the most sought after plan of study for art majors seeking an applied career in the commercial arts. Numerous creative and professional opportunities await the artist proficient in graphic design and new 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 artists working in the professions of creative art direction and graphic design.

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:

- o Develop projects that explore the use of traditional artistic methods and digital art technology.
- o 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 graphic design portfolio of work created in the course.

4. Is this a General Education Course YES NO
 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 313 Communication Design Technology: Graphic Design for Print Media (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. Environmental
- E. Internet

Sample Projects

Project A: 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.

Project B: 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.

Project C: Logo Design

Develop a corporate logo that applies to the identity of a business, corporation or public institution. Projects will focus on the use of icons to represent public images, values, products etc of the organization selected. Presentation will include a logo sheet depicting numerous logo treatments/images representing the identity of the selected subject.

Project D: Publicity Poster

Design a poster for an event such as a concert, play, movie, exhibition, or trade show. Include information about the event and its corresponding venue. Compose elements into an innovative design through the use of typographic elements, page layout and images/illustrations. Experiment with typeface, proportion, color, contrast, juxtaposition, and rhythm. Stylize images and insure that the visual design reflects the clientele that would attend such an event.

Project E: Outdoor Advertisement

Create an Outdoor Billboard Ad for a business, corporation or 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.

Project F: CD Cover

Design a folding cover insert for a music CD product. Compose elements into an innovative design through the use of typographic elements, layout and images/illustrations. Experiment with typeface, proportion, color, contrast, juxtaposition, and rhythm. Insure that the visual design reflects the clientele that would purchase the product.

Project G: CD Rom Portfolio of Course Work

Develop a CD Rom portfolio that presents your work generated over the duration of the course. Develop an intuitive Web 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.

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

- Meggs, Philip. *A History of Graphic Design*, Van Nostrand Reinhold, 2001
- 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

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