

**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 323 COMMUNICATION DESIGN TECHNOLOGY: PACKAGING AND MULTIMEDIA PRESENTATIONS(3-3)**

Six hours laboratory per 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. At this phase of study, projects focus on the integration of artistic concept and technological proficiency in the creation of design projects for print, packaging, interactive multimedia, and Internet applications.

**2. Mode of Instruction.**

	<b>Units</b>	<b>Hours per Unit</b>	<b>Benchmark Enrollment</b>
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 Art Major seeking to expand their knowledge of graphic design and multimedia. Design technology courses are generally the most sought after courses for art majors seeking an applied career in the commercial arts. Numerous creative and professional opportunities await the artist proficient in graphic design and multimedia 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 graphic design and multimedia production.

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.

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 323 Communication Design Technology: Packaging and Multimedia (3-3)**

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: 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.

**Project B: Product Package Design (container )**

Design a package (box) for a fictional product. Create the entire identity of the company represented and the package containing the product. Invent the logo and/or markings within a designed text and color scheme. Create illustrations or product photos if applicable. Consider the proportions of the package and develop alternative designs. Designs should reinforce the appeal, usability and salability of the product.

**Project C. Freestanding Product Display**

Design a store or tradeshow display system based upon a specific product. Take into consideration three-dimensional concerns of the display and elements of visual communication to the market audience the product is produced for. Focus on effectively communicating product uses and general attributes that contribute to the public appeal and event sale of the product.

**Project D: Identity Signage**

Develop a signage and identity system that applies to a specific environment. Projects will focus on the use of text and icons to identify buildings and locations. The project will also stress maintaining a consistent look and feel across diverse mediums, the physical environment. Presentation will include photo-realistic images of the identity system applied to location and physical structures.

**Project E: Interactive Multimedia Product Identity**

Develop an interactive multimedia presentation to be distributed on CD Rom. Create a well designed, user-friendly interface that leads to visual illustrations of product uses and functions. Work with numerous pages and links to motion graphics, short animations or QuickTime movies. The idea is to fully represent the product to the public in preparation for mass marketing.

**Project F: Electronic Web-based 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.

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