COURSE MODIFICATION PROPOSAL

PROGRAM AREA _____

1. **Catalog Description of the Course.** *[Include the course prefix , number, full title, and units. Provide a course narrative using <u>underline</u> 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 <u>Multimedia Presentations</u> PRE-PRESS (3-3) (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, <u>product identity and interactive multimedia</u> 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 <u>interactive multimedia</u>, PUBLISHING. <u>and Internet applications.</u> REPEATABLE FOR UP TO 6 UNITS.

2. **Mode of instruction**

	Existing				Proposed		
	Units	Hours Per Unit	Benchmark Enrollment		Units	Hours per Unit	Benchmark Enrollment
Lecture	_____	_____	_____	Lecture	_____	_____	_____
Seminar	_____	_____	_____	Seminar	_____	_____	_____
Laboratory	3	2	20	Laboratory	3	2	20
Activity	_____	_____	_____	Activity	_____	_____	_____

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

CRSMODFR 9/30/02

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.]*

    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

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:

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.

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

o Demonstrate proficiency working with emerging digital technology in the development of graphic design projects.

o Produce group projects involving collaborative team assignments.

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

o Participate in the critical evaluation process of peer projects.

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

o Produce individual works of art.

o 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

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

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