

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 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.**

	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 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:

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 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.]

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  
 Moser, M. A. *Immersed in Technology: Art and Virtual Environments*. Cambridge: MIT Press, 1996.

**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

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Proposer of Course

Date