

COURSE MODIFICATION PROPOSAL

Courses must be submitted by October 15, 2014, and finalized by the end of the fall semester to make the next catalog (2015-16) production

DATE (CHANGE DATE EACH TIME REVISED): 10/15/2014

PROGRAM AREA(S): ART COURSE NO: 204

Directions: All sections of this form must be completed. Use **YELLOWED** areas to enter data. All documents are stand-alone sources of course information.

1. Indicate Changes and Justification for Each. [Mark all change areas that apply]

- | | |
|---|---|
| <input type="checkbox"/> Course title | <input type="checkbox"/> Course Content |
| <input type="checkbox"/> Prefix/suffix | <input type="checkbox"/> Course Learning Outcomes |
| <input type="checkbox"/> Course number | <input type="checkbox"/> References |
| <input type="checkbox"/> Units | <input type="checkbox"/> GE |
| <input type="checkbox"/> Staffing formula and enrollment limits | <input type="checkbox"/> Other <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Prerequisites/Corequisites | <input type="checkbox"/> Reactivate Course |
| <input type="checkbox"/> Catalog description | |
| <input type="checkbox"/> Mode of Instruction | |

Justification: The only change being made is to the prerequisites. This update brings the course in line with other 200-level studio offerings in the Art Program that only require ONE of lower division studio course. It also opens this class up to be taken as part of the Art History Minor and the Visual Media Communication Minor.

(Please provide justification(s) for each marked item above). Be as brief as possible but use as much space as necessary.]:

2. Course Information.

[Follow accepted catalog format.] (Add additional prefixes i f cross-listed)

OLD

Prefix ART Course# 204
 Title GRAPHIC DESIGN Units (3)
☐ hours lecture per week
☐ hours ☐ per week
☐ Prerequisites: ART 105, 106, 108

☐ Consent of Instructor Required for Enrollment
☐ Corequisites: ☐

Catalog Description (Do not use any symbols):

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.

General Education Categories: ☐

Grading Scheme (Select one below):

☒ A – F

☐ Credit/No Credit

☐ Optional (Student's Choice)

Repeatable for up to ☐ units

Total Completions ☐

Multiple Enrollment in Same Semester Y/N ☐

Course Level:

☒ Undergraduate

☐ Post-Baccalaureate

☐ Graduate

NEW

Prefix ART Course# 204
 Title GRAPHIC DESIGN Units (3)
☐ hours lecture per week
☐ hours ☐ per week

X Prerequisites: ART 108

☐ Consent of Instructor Required for Enrollment
☐ Corequisites: ☐

Catalog Description (Do not use any symbols):

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.

General Education Categories: ☐

Grading Scheme (Select one below):

☒ A – F

☐ Credit/No Credit

☐ Optional (Student's Choice)

Repeatable for up to ☐ units

Total Completions ☐

Multiple Enrollment in Same Semester Y/N ☐

Course Level:

☒ Undergraduate

☐ Post-Baccalaureate

☐ Graduate

3. Mode of Instruction (Hours per Unit are defaulted)

Hegis Code(s) _____
(Provided by the Dean)

Existing

Proposed

	Units	Hours Per Unit	Benchmark Enrollment	Graded		Units	Hours Per Unit	Benchmark Enrollment	Graded	CS No. (filled out by Dean)
Lecture		1			Lecture		1			
Seminar		1			Seminar		1			
Lab		3			Lab		3			
Activity	3	2	20		Activity	3	2	20		
Field Studies					Field Studies					
Indep Study					Indep Study					
Other blank					Other blank					
Online					Online					

4. Course Attributes:

☐ **General Education Categories:** All courses with GE category notations (including deletions) must be submitted to the GE website: <http://summit.csuci.edu/ge>
Upon completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

A (English Language, Communication, Critical Thinking)

- ☐ A-1 Oral Communication
- ☐ A-2 English Writing
- ☐ A-3 Critical Thinking

B (Mathematics, Sciences & Technology)

- ☐ B-1 Physical Sciences
- ☐ B-2 Life Sciences – Biology
- ☐ B-3 Mathematics – Mathematics and Applications
- ☐ B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures)

- ☐ C-1 Art
- ☐ C-2 Literature Courses
- ☐ C-3a Language
- ☐ C-3b Multicultural

D (Social Perspectives)

E (Human Psychological and Physiological Perspectives)

UDIGE/INTD Interdisciplinary

Meets University Writing Requirement (Graduation Writing Assessment Requirement)

Meets University Language Requirement

☐ **American Institutions, Title V Section 40404:** ☐ Government ☐ US Constitution ☐ US History
Regarding Exec Order 405, for more information: <http://senate.csuci.edu/comm/curriculum/resources.htm>

☐ **Service Learning Course** (Approval from the Center for Community Engagement must be received before you can request this course attribute).

☐ **Online Course** (Answer YES if the course is ALWAYS delivered online).

5. Justification and Requirements for the Course. [Make a brief statement to justify the need for the course]

OLD

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

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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.

Requirement for the Major/Minor
 X Elective for the Major/Minor
 Free Elective

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Requirement for the Major/Minor
 X Elective for the Major/Minor
 Free Elective

Submit Program Modification if this course changes your program.

6. Student Learning Outcomes. (List in numerical order. Please refer to the Curriculum Committee's "Learning Outcomes" guideline for measurable outcomes that reflect elements of Bloom's Taxonomy: <http://senate.csuci.edu/comm/curriculum/resources.htm>. The committee recommends 4 to 8 student learning outcomes, unless governed by an external agency (e.g., Nursing).

Upon completion of the course, the student will be able to:

OLD

- o Demonstrate basic design principles in graphic design projects.
- o Demonstrate proficiency with graphics design software program to produce basic projects. 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 D er 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 D eve portfolio of work created in the course.

Upon completion of the course, the student will be able to:

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- o Demonstrate basic design principles in graphic design projects.
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- o Develop artistic skills leading toward professional practice in the arts. o Produce individual works of art. o D eve portfolio of work created in the course.

7. Course Content in Outline Form. (Be as brief as possible, but use as much space as necessary)

OLD

- I. Concept development, idea expansion and format exploration. A. Written statements
- B. Sketches C. Ideation D
- II. Communication organization A. Information hierarchies
- B. Identity systems C. Visual logic -D ue use E. Legibility
- III. Type design A. Letterform
- B. Typefaces C. Spacing
- IV. Basics of visual principles A. F contrast, and progression B. Page Layout C. Color treatments D. Sym bols
- 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

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Does this course content overlap with a course offered in your academic program? Yes ☐ No ☐
If YES, what course(s) and provide a justification of the overlap.

Does this course content overlap a course offered in another academic area? Yes ☐ No ☐
If YES, what course(s) and provide a justification of the overlap.

Overlapping courses require Chairs' signatures.

8. Cross-listed Courses (Please note each prefix in item No. 1)

- A. List cross-listed courses (Signature of Academic Chair(s) of the other academic area(s) is required).
- B. List each cross-listed prefix for the course:
- C. Program responsible for staffing:

9. References. [Provide 3-5 references]

OLD Brainard, Shirl. *A Design Manual*, Englewood: Prentice Hall, 1998
Sheryl. *Design Concepts*, Englewood, Prentice Hall, 1987 Lauer, David. *Design Basics*, Chicago: Holt, Reinhardt and Winston, 1990
Martinez, Benjamin. *Graphic Design*, Van Nostrand Reinhold, 2001

NEW Brainard, Shirl. *A Design Manual*, Englewood: Prentice Hall, 1998
Concepts, Englewood, Prentice Hall, 1987 Lauer, David. *Design Basics*, Chicago: Holt, Reinhardt and Winston, 1990
Martinez, Benjamin. *Graphic Design*, Van Nostrand Reinhold, 2001 These are all standard in the field.

10. Tenure Track Faculty qualified to teach this course.
Luke Matjas

11. Requested Effective Date or First Semester offered:

12. New Resource Requested: Yes ☐ No ☐
If YES, list the resources needed.

- A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)
- B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.)
- C. Facility/Space/Transportation Needs:
- D. Lab Fee Requested: Yes ☐ No ☐ (Refer to the Dean's Office for additional processing)
- E. Other.

13. Will this course modification alter any degree, credential, certificate, or minor in your program? Yes ☐ No ☐

If, YES attach a program update or program modification form for all programs affected.

Deadline for New Minors and Programs: **October 1, 2014.**

Deadline for Course Proposals and Modifications, and for Program Modifications: **October 15, 2014.**

Last day to submit forms to be considered during the current academic year: **April 1, 2015.**

Luke Matjas

10/15/2014

Proposer(s) of Course Modification

Date

Type in name. Signatures will be collected after Curriculum approval.

Approval Sheet

Course: ART 204

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

The CI program review process includes a report from the respective department/program on its progress toward accessibility requirement compliance. By signing below, I acknowledge the importance of incorporating accessibility in course design.

Program Chair		
Signature		Date
Program Chair		
Signature		Date
Program Chair		
Signature		Date
General Education Chair		
Signature		Date
Center for Intl Affairs Director		
Signature		Date
Center for Integrative Studies Director		
Signature		Date
Center for Multicultural Engagement Director		
Signature		Date
Center for Civic Engagement and Service Learning Director		
Signature		Date
Curriculum Chair		
Signature		Date
AVP		
Signature		Date