

Communication Arts

Department Goals

The Communication Arts Department offers a broad and cross-disciplinary learning experience for BFA candidates majoring in Advertising, Graphic Design, and Illustration. Our rigorous curricula and surrounding initiatives focus on: research, formal application and experimentation, technological proficiencies, and innovative outcomes. Students in the Communication Arts Department will:

- Understand fundamental theories, methodologies and tools of visual communication.
- View themselves as cultural producers who value both the creation of images, products and environments, and their relation to clients and audiences.
- Develop conceptual, technical and presentation skills linked to commercial applications and professional practices.
- Build competence in a broad range of media and methods for delivering images and texts.
- Develop collaboration skills and multidisciplinary methods of research, strategies, organization and analysis.
- Embrace and value problem-defining and problem-solving skills and processes.
- Demonstrate creativity and the power of effective communication through their work.
- Adopt a life-long sense of community responsibility.
- Successfully manage life-long careers in a changing and competitive workplace.
- Embrace a commitment to professionalism.

Advertising Design

Sophomore Year		Fall	Spring	Degree Requirements
COMD207/208	Communication Studio I/II	3.0	3.0	<i>Descriptions for courses listed in grey boxes are located in the Liberal Arts and Sciences section.</i>
COMD214/215	Drawing + Painting I/II	2.0	2.0	
COMD218/219	Typography I/II	2.0	2.0	
COMD232/233	Practicum I/II	2.0	2.0	
	Sophomore Studio Electives	2.0	2.0	
AHCS220	Contemporary Perspectives in Art and Design	3.0	—	
AHCS222	History of Gr Des/Adv/Illus	—	3.0	
*ENGL202	Sophomore English Requirements	3.0	—	
*ILML 200	Integrated Learning Lecture	—	3.0	

Total Credits per Semester 17.0 17.0

Junior Year		Fall	Spring
ADVT302/303	Advertising and Art Direction I/II	2.0	2.0
COMD332/333	Practicum I/II	2.0	2.0
ADVT353	Ideation Boot Camp	2.0	—
ADVT351	Copywriting	—	2.0
COMD311	Typography III	2.0	—
ADVT355	Type & Image for Advertising Studio Electives	—	2.0
		—	4.0
*ILMS300	Integrated Learning Studio	2.0	—
*AHCS310	Art History Elective	3.0	—
*MATH336	Introduction to Symbolic Logic	3.0	—
*NSCI307	Natural Science	—	3.0
	*Advanced Topics in English or Liberal Studies Elective	—	3.0

Total Credits per Semester 16.0 18.0

Senior Year		Fall	Spring
ADVT400/401	Advertising & Art Direction III/IV	2.0	2.0
ADVT440	Senior Project	—	3.0
COMD432/433	Practicum I/II	2.0	2.0
ADVT456	Interactive Advertising Studio Electives	2.0	—
		4.0	6.0
*LIBS440	Senior Liberal Studies Capstone	—	3.0
*SSCI 210	Social Science	3.0	—
LIBS404	Senior Project/Research Paper	2.0	—

Total Credits per Semester 15.0 16.0

* These courses may be taken in either fall or spring semester.
 **Senior Advertising Majors must choose electives from the Advertising List. Any other elective choices require departmental approval.

Graphic Design

Degree Requirements	Sophomore Year	Fall	Spring
	COMD207/208	Communication Studio I/II	3.0 3.0
	COMD214/215	Drawing & Painting I/II	2.0 2.0
	COMD218/219	Typography I/II	2.0 2.0
	COMD232/233	Practicum I/II	2.0 2.0
		Sophomore Studio Electives	2.0 2.0
	AHCS220	Contemporary Perspectives in Art and Design	3.0 —
	AHCS222	History of Gr Des/Adv/Illus	— 3.0
	*ENGL202	Sophomore English Requirement	3.0 —
	*ILML 200	Integrated Learning Lecture	— 3.0
	Total Credits per Semester		17.0 17.0
	Junior Year	Fall	Spring
	COMD300/301	Communication Studio III/IV	3.0 3.0
	COMD310/311	Typography III/IV	2.0 2.0
	COMD332/333	Practicum I/II	2.0 2.0
	COMD354	Professional Practice	2.0 —
		Studio Electives	— 4.0
	*ILMS300	Integrated Learning Studio	2.0 —
	*AHCS310	Art History Elective	3.0 —
	*MATH336	Introduction to Symbolic Logic	3.0 —
	*NSCI307	Natural Science	— 3.0
		*Advanced Topics in English or Liberal Studies Elective	— 3.0
	Total Credits per Semester		17.0 17.0
	Senior year	Fall	Spring
	COMD440	Senior Project	— 3.0
	COMD432/433	Practicum I/II	2.0 2.0
	COMD472-477	Sr. Digital Electives	2.0 2.0
		Studio Electives	6.0 6.0
	*LIBS440	Senior Liberal Studies Capstone	— 3.0
	*SSCI 210	Social Science	3.0 —
	LIBS404	Senior Project/Research Paper	2.0 —
	Total Credits per Semester		15.0 16.0

*These courses may be taken in either the fall or the spring semester.

Illustration

Sophomore Year	Fall	Spring	Degree Requirements
COMD207/208	Communication Studio I/II	3.0 3.0	
COMD214/215	Drawing & Painting I/II	2.0 2.0	
COMD218/219	Typography I/II	2.0 2.0	
COMD232/233	Practicum I/II	2.0 2.0	
	Studio Elective -or-	2.0 —	
ILUS320	Drawing Intensive	— 2.0	
AHCS220	Contemporary Perspectives in Art and Design	3.0 —	
AHCS222	History of Gr Des/Adv/Illus	— 3.0	
*ENGL202	Sophomore English Requirement	3.0 —	
*ILML 200	Integrated Learning Lecture	— 3.0	
Total Credits per Semester		17.0 17.0	
Junior Year	Fall	Spring	
ILUS300/301	Communication Studio III/IV	3.0 3.0	
ILUS310/311	Drawing & Painting for Illustration	2.0 2.0	
ILUS332/333	Practicum I/II	2.0 2.0	
ILUS354	Professional Practice	2.0 —	
	Studio Electives	— 4.0	
*ILMS300	Integrated Learning Studio	2.0 —	
*AHCS310	Art History Elective	3.0 —	
*MATH336	Introduction to Symbolic Logic	3.0 —	
*NSCI307	Natural Science	— 3.0	
	*Advanced Topics in English or Liberal Studies Elective	— 3.0	
Total Credits per Semester		17.0 17.0	
Senior Year	Fall	Spring	
ILUS402	Adv Illustrative Applications	2.0 —	
ILUS440	Senior Project	— 3.0	
COMD432/433	Practicum I/II	2.0 2.0	
COMD472-477	Sr. Digital Electives	2.0 2.0	
	Studio Electives	4.0 6.0	
*LIBS 440	Senior Liberal Studies Capstone	— 3.0	
*SSCI 210	Social Science	3.0 —	
LIBS404	Senior Project/Research Paper	2.0 —	
Total Credits per Semester		15.0 16.0	

*These courses may be taken in either the fall or the spring semester.

Reviews

Communication Arts Review Structure

All reviews are required. To not participate is to receive an absence in each Communication Arts studio course for that semester. The department does not hold courses in the fifteenth week of the semester to accommodate the review process.

Sophomore Year:

Fall: Attend three senior review panels
Spring: Three 15 minute, one-on-one reviews

Junior Year:

Fall: Pass/Fail review
Spring: Participation in the Internship Fair
Failing the review during the fall of junior will result in a reduction of one letter grade in the core Communication Arts courses for the semester.

Senior Year:

Fall: One-20 minute review
Spring: Three-15 minute, one-on-one reviews

Course Descriptions

Advertising Workshop

ADVT 240 2 credits
This course introduces students to the world of advertising. Students experience the intersection and difference between graphic design and advertising. They look at some famous ad campaigns to learn why they were successful and how they affected American culture. Art director/copywriter guest speakers along with field trips to some of the most well known and award winning ad agencies in the LA area are scheduled. Students discover what it is to work in an agency environment with real advertising assignments.

Deep Brand Dive

ADVT241 2 credits
This course is designed to help broaden the students' exposure to strategy and high-level advertising issues. It will look at the demographic, psychographic and attitudinal behavior of the consumer. The class provides a context for how the creative team can think about what came before the creative brief when considering directions and options.

Advertising and Art Direction I

ADVT302 2 credits
An exploration of advertising through projects that call for brand recognition and marketing strategies with an emphasis on defining and articulating compelling concepts. Students analyze advertising styles, develop concepts with "roughs," experiment with copy and practice their presentation skills.

Prerequisite: COMD207/208 Communication Studio I/II.

Advertising and Art Direction II

ADVT303 2 credits
An introduction to art direction with an emphasis on design execution, typography and layout leads to quality portfolio development. This second semester course adds the 4th dimension of time to both advertising concepts through storyboarding and animatics and art direction through talent direction and commercial concepts.

Prerequisite: ADVT300 Advertising and Art Direction I

Ideation Boot Camp

ADVT353 2 credits
Students are taught new and unexpected ways to approach the process of creating ideas. Where do they come from? How do you develop abundant thinking? What exercises work and when? How do you know that it's a good idea? These and many other questions are addressed in this course.

Copy Concepts in Advertising Writing

ADVT351 2 credits
Students work on developing and analyzing writing styles with an emphasis on the interactivity of image and text as experienced by varied and specific audiences. Students learn about editing as they begin to approach writing as a powerful tool of persuasion and entertainment.

Type and Image for Advertising

ADVT 355 2 credits
This class focuses on creating synergy between photography and typography. Students develop the skills needed to be a competent Art Director on professional photo-shoots through a series of hands-on commercial photography exercises and then develop dynamic typographic solutions that compliment the photography and enhance the strategic communication goal.

Advertising and Art Direction III

ADVT400 2 credits
Students push their research, analytical and technical skills under the influence of advanced, in-depth instruction involving professional creative briefs to solve advertising and branding problems. Teamwork is essential as the students explore creative assignments ranging from individual print ads to complete campaigns, including television and interactive and convergent media.

Prerequisite: Advertising and Art Direction II

Advertising and Art Direction IV

ADVT402 2 credits
Elements of professional practice are incorporated into this threshold semester where students fine-tune their professional competencies in the areas of traditional portfolio development, web presentation and career focus through continued networking and investigation of agency structures and business practices. Lectures, agency visits and critiques complement this professional preparation.

Special Topics

ADVT403 2 credits
Students focus on advertising and branding solutions related to provocative and timely subjects and themes. The seminar is conceived as a professional multidisciplinary studio, in which students work in a range, individually and collaboratively, to produce quality portfolio pieces geared to their areas of professional interest.

Senior Project/Seminar

ADVT440 3 credits
Students explore conceptual, theoretical, experimental communications problems based on individual proposals offering them the opportunity to integrate personal vision with professional goals. Meeting in cross-disciplinary teams facilitated by faculty advisors, students define the scope and objectives of their inquiry and outline their research and production methodologies. The class culminates in a visual project accompanied by a written narrative.

Advanced Copy Concepts

ADVT452 2 credits
Extensive exploration of the power of effective copy for various media, expands the students understanding of target audiences using the

Course Descriptions

appropriate tone and level of formality. Developing clear, provocative and memorable copy is the goal for shaping brands and delivering their value to customers.

Social Media

ADVT 472 2 credits
Social Media is loosely defined as any online activity where people share opinions, experiences or other information. It is a powerful, sometimes fun and always unpredictable way of communicating in today's world. Students study various types of Social Media and gain a greater understanding of how people use it. Special focus is given to Facebook, MySpace, Twitter, blogging, Flickr, Delicious, Digg and YouTube. How companies (big and small) are using Social Media to market in the online environment is also a topic.

On Screen Production + Concepts

ADVT473 2 credits
This course is designed for students to have a better understanding of how to produce commercials in a real world-advertising environment. Students will work in production team(s) in order to embrace a commitment of professionalism in their specific practice. They will view themselves as cultural producers who value both the creation of work and their relation to clients and audiences. Students work to create commercials using the fundamentals of advertising strategies, storyboarding design, sound design, art direction and video.

Communication Studio I/II

COMD207/208 3 credits/3 credits
This course introduces the fundamental theories and methodologies of visual communication used in the fields of graphic design, advertising design, and illustration. Assignments and critiques develop problem-solving and visual storytelling skills with an emphasis on context, concept, audience, and process.

Drawing + Painting Studio I/II

COMD214/215 2 credits/2 credits
Students are introduced to the variety of materials and methods of drawing and painting, from traditional to conceptual visual thinking. Students learn that all visual communicators use drawing as a means of ideation or decision-making. To develop the necessary skills, special emphasis is

Course Descriptions

given to drawing as a fundamental means for thinking, looking, and making decisions, and as training in thinking through intense drawing exercises in thumbnails, sketching, roughs, and storyboards.

Typography I/II

COMD218/219 2 credits/2 credits
This course is an introduction to the fundamentals of typography and the study of letterforms. Problems of increasing complexity reference historical and contemporary typographical developments as the student explores the theoretical and applied use of type as visual form and visible language, from the letterpress to the computer screen. Students address and recognize type families, grid construction, hierarchies, and organizations based on visual, syntactical, and semantic explorations.

Practicum I/II

COMD232/233 2 credits/2 credits
Practicum is one of the core learning structures in the communication arts curriculum. One-on-one critiques with faculty and guests, lectures, demos, and workshops are all components of each section required of all students, sophomore to senior. Sections are divided by year.

Communication Studio III/IV

COMD300/301 3 credits/3 credits
This course offers an increasingly sophisticated examination of design concepts and their applications. Students broaden their understanding of effective design as a visual language in two- and three-dimensional projects and time-based media. Assignments involve research and analysis with a focus on type, image, aesthetics, message, audience, and intent. Students are required to take a print (cmyk) section in one semester and motion (rgb) in the other semester.

Prerequisite: For COMD 301 is COMD 300.

Typography III/IV

COMD310/311 2 credits/2 credits
Students engage in a more advanced study of typographic systems, principles, and usage, with an emphasis on refining the students' understanding of typography's informative, expressive, and experimental potential to solve complex communication problems in a range of media.

Prerequisite: COMD218/219.

Experimental Typography

COMD 312 2 credits
In this class we will investigate the denotative, connotative and conceptual potential of typography, by experimenting with letters, words and language. Students will test the limits of typographic expression and expand the variety of creative strategies for generating and evolving ideas by working in 2-, 3- and 4-D. They will curate and edit their own content, develop a willingness to experiment with the unfamiliar, and embrace ambiguity.

Type Design I

COMD313 2 credits
This course is an introduction to typography through a close look at the letterform itself and its construction. Through the presentation of historical references and the process of drawing and synthesizing signs, the students will develop an understanding of the relationship between calligraphy and typography, tool and structure, concept and craft.

Type Design II

COMD314 2 credits
This course will offer a more detailed analysis and study of typographic design. Students will be supported and encouraged as they seek to find their individual voice through personal history, everyday surroundings, or off-handed conceptualism.

Image Making

COMD 323 2 credits
This course explores how images create visual allegory, messaging and storytelling. Students will gain interpretive and technical skills to create meaningful images; the emphasis is on visual literacy and post-production. Short experiments will focus on interpreting the content of existing images and will lead to the creation of highly controlled content-based work. A series of weekly experiments will build interpretive skills and image-making chops, followed by two longer assignments. Longer assignments will incorporate successful methodologies for complex image making and theories on the role of the image in contemporary design.

Practicum I/II

COMD332/333 2 credits/2 credits
Practicum is one of the core learning structures in

Course Descriptions

the communication arts curriculum. One-on-one critiques with faculty and guests, lectures, demos, and workshops are all components of each section required of all students, sophomore to senior. Sections are divided by year.

Professional Practice

COMD354 2 credits
A required course for all majors in Communication Arts, it is divided into three components, traditional portfolio development, web-portfolio design, and career development specific to a major. Students will leave this course prepared for an internship and/or employment. Lectures, demos, studio visits, visiting artists, and critiques, collectively prepare students for working in the field of advertising, illustration, and graphic design.

Propaganda

COMD 355 2 credits
This course focuses on cultural, social, and political content and forms. Students will research topic of choice and create a body of work that reflects on related issues. Students who enroll in this course will understand alternatives to illustration and design as corporate service. Assignments include research and presentation on cultural, social, or political topic of choice; realization of visuals that communicate and reflect on chosen topic; and collaboration with community organizations when possible/applicable. *Print Lab / Lab Fee.*

Creative Lab

COMD361 2 credits
In weekly meetings students build formal and intellectual muscle in guided and free exercises like language games, free association, creative triggers, lateral thinking, mapping and experimental mayhem to arrive at unique and unexpected results. This elective is open to all majors.
Lab Fee \$35

Introduction to Letterpress

COMD362 2 credits
From metal type to digital plates, students experience the traditional disciplines of typography, letterpress, and printing while learning to integrate type and image, structure and content, process and product. Students work in the Lab Press, which boasts a large collection of wood and metal type, and Vandercook printing presses.

Bookmaking Projects

COMD 360 2 credits
This course is a culmination of the skills and techniques used in letterpress printing, typographic design, and edition bookmaking using both lead type and digital plate-making. Through the means of model making and testing, students combine both conceptual skills and printing technique to create books in the bookwork tradition. Course assignments involve the integration of text and image, paper selection, inks and inking, color, serial imaging, surface preparation and press editions.

Prerequisite: COMD 362 Introduction to Letterpress and COMD 365 Bookstructures.

Visual Language

COMD364 2 credits
Students participate in a focused investigation, both historical and personal, of the links between visual motif and meaning. Coursework explores visual literacy and the use of traditional and experimental visual methodologies to illustrate and communicate while developing an effective personal style.

Bookstructures

COMD365 2 credits
This course introduces the skills, craft, materials, process and techniques used in making book structures and boxes. Students learn binding methods involving paper folding, cutting, sewing, gluing and other means of assembling individual sheets, signatures and text blocks with or without covers. Course assignments have the potential to evolve into creative and personal objects that hold visual work and text. This course may be repeated for credit up to two times.

Improvisation

COMD 371 2 credits
This class focuses on team building, creativity/innovation, risk taking, problem solving and overcoming inherent barriers and blocks to creativity. Through improvisational exercises and games in a safe environment, listening skills are improved that can lead to better communication and satisfying teamwork, presentation skills and production.

The Illustrated Book

COMD372 2 credits
This course is an introduction to publication

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design, with a focus on children's books. Working from selected texts, students develop a project from concept to completion: adapting a story, constructing a "dummy," creating original images, integrating typography, and designing a book jacket, while exploring the role of the designer/illustrator as a visual storyteller.

Prerequisite: Typography I.

Advanced Letterpress

COMD373 2 credits

For students that have taken Intro to Letterpress and want to improve their expertise, the main objective is to achieve superior print quality and learn new techniques. The class covers the subtle nature of handset type and goes further into the inking process including careful attention to make-ready, packing the press and adjusting roller height. Students will also learn how to print on dampened paper; how to make detailed, high-quality photopolymer plates and alternative techniques such as pressure printing where prints are created from a low-relief collage attached to the tympan of the press behind the printing paper.

Environmental Graphics

COMD381 2 credits

Students are introduced to site-specific three-dimensional design systems, signage and applications for buildings, events, exhibits, and other spatial environments. Projects expand the students' understanding of human factors, architectural scale, way-finding, materials, and methods for creating effective dimensional design.

Prerequisite: Typography I.

Information Design

COMD430 2 credits

Students are introduced to the concepts, techniques, and creative methodologies for applying a clear visual form to abstract concepts and ideas. An overview of historical and contemporary examples of information architecture informs assignments that employ visual thinking, resulting in "design for understanding."

Prerequisite: Typography I/II

Practicum I/II

COMD432/433 2 credits/2credits

One of the core learning structures in the curriculum, in which one-on-one critiques with faculty and guests, lectures, demos, and workshops are all

components of each section. Required of all students, sophomore to senior. Sections are divided by year.

Senior Project/Seminar

COMD440 3 credits

Students explore conceptual, theoretical, and experimental communications problems based on individual proposals, offering them the opportunity to integrate personal vision with professional goals. Meeting in cross-disciplinary teams facilitated by faculty advisors, students define the scope and objectives of their inquiry and outline their research and production methodologies. The class culminates in a visual project accompanied by a written narrative.

Identity and Systems Design

COMD452 2 credits

Students participate in a systematic study of the creation and projection of identity: corporate, national, and personal. Discussion and assignments address problem solving, information gathering, organization, strategy and systems development, and applications standards, with a focus on branding, color, logotypes and symbols, typography, project presentation, and media from print to the web. This course may be repeated for credit 2 times, with new subject matter.

Prerequisite: Typography I/II.

EDG: Installation and Intervention

COMD 464 2 credits

This course explores creative and innovative ways to engage graphics and conceptual ideas into three dimensional space. Students develop ideas about interaction with space by exploring our environment with a critical eye. Assignments encourage questioning of customary design tools through exploration of unconventional and multiple mediums, promote the development of urban interventions interrupting daily life, mediation of time and space, and shape immediate environment according to personal preferences.

Ways of Thinking/Ways of Working (WOT/WOW)

COMD466 2 credits

Visiting Faculty are invited to Otis to work with students on project specific assignments. No two semesters are alike. Lectures, workshops, demos, and critiques give students exposure to practitioners who join the institution for brief and intense periods of time.

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explore and experiment with formal and conceptual development that is unique, personal, and innovative.

Internship

COMD482 2 credits

This course assists students in researching the perfect internship. Using a mentorship principle, the faculty are available throughout the internship to answer questions, troubleshoot, and ensure a quality experience in the professional world.

Prerequisite: Professional Practice in the major.

Entrepreneur 101

COMD 483 2 credits

Entrepreneurship is designed to prepare students to open their own business. Introduction to all facets of running a business, such as marketing, promotion, developing a client base, pricing, legal and financial aspects as well as ethical standards will be covered. Students will learn best-business practices from: clients, an accountant, an attorney, a banker, and vendors. This course will teach students how to plan, establish, and sustain a meaningful studio, office, and/or agency. This course is available to ComArts graduating seniors only.

Translation for Distribution

COMD 485 2 credits

In this class, each design senior will work with another senior from a different department, towards the production of a publication as a document of the other person's work. This setup allows the benefit of objectivity. We will particularly focus on (a) the idea of designing as the attempt to translate the nature and intentions of the originary work, (b) the specific possibilities and limitations of the situation, and (c) the various approaches to distribution. We will begin without any preconceptions of what form these 'publications' might take.

Independent Study

COMD999 1-6 credits

Independent studies provide students with an opportunity to work closely and collaboratively with communication arts faculty on assignments that extend the scope of their current interests, or expand their expertise. Applications for independent study projects are reviewed and approved by the department chair based on proposals submitted by interested students.

Visual Narrative and Sequence I

COMD469 2 credits

This course is a focused introduction to the principles of story telling, narrative structures, sequence, rhythm, audience, and point-of-view. Students learn tools and techniques of ideational sketching, thumbnails, and storyboards as means of communicating and developing visual ideas.

Advanced Image Making Projects

COMD468 2 credits

In this class students explore methodologies that foreground concerns such as inspiration, motivation, intention, impression, interpretation, decision, consequence, analogy, chance, coincidence, predictability, message, ambiguity, literacy, manipulation, privacy, intimacy, memory, subjectivity and media in the process of image making. Students learn to integrate and discern levels of communication in and through their own and other students' processes.

Web Presence

COMD 477 2 credits

This course will focus on the creation of a website that effectively and accurately represents yourself and your work online. We will cover the conceptualization, planning, organization, design and production of your portfolio website. We will examine various approaches and review available technologies to determine which are the most appropriate for you. You should have a basic understanding of HTML, CSS and Adobe Dreamweaver.

Web Design I

COMD478 2 credits

This course explores the concepts and structures of online communications, as an extended communications medium with applications for businesses, education entertainment, and advertising. Discussion and individual and team assignments address navigational structures, systems, identity, audience and intent in the design of Web site prototypes. Questions such as "What happens to design as it changes media, and how we design for that?" are explored.

Digital Innovation: Web Design II

COMD479 2 credits

This course offers a more in-depth look into Web site design and the future of this ever-evolving medium. Students will analyze existing sites;

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Communication Studio III/IV
 ILUS300/301 3 credits/3 credits
 This course provides an increasingly sophisticated examination of illustration concepts and their applications. Students broaden their understanding of illustration as a visual language in projects that involve research and analysis, with a focus on image making, aesthetics, message, audience, and intent. Assignments develop effective visual narratives based on strong concepts and problem-solving methods, and refined use of media and technique, both digital and analog.
Prerequisite: For ILUS 301 is ILUS 300.

Drawing and Painting for Illustration
 ILUS310/311 2 credits/2 credits
 Students refine their expressive and observational drawing, painting and composition skills, as they relate to illustration as a means of visual communication. Studio sessions encourage experimentation and improved technique, leading to the development of personal style.

Drawing Intensive
 ILUS320 2 credits
 This sophomore elective course is designed to enhance the students' drawing capabilities with a focus on space and objects in space. Emphasis is on developing a basic understanding of, and familiarity with, perspective as a means of organizing space and defining a point of view. Sophomores planning to major in illustration take either one semester of ILUS320 drawing intensive or COMD240 video workshop.
This course may be repeated for credit up to 2 times.

Comic Book
 ILUS340 2 credits
 Students learn the steps needed to complete a finished eight-page comic book story that is assembled as a mini-comic. The students begin by focusing on writing and story structure, a vital part of animation, comics, storyboarding, screenwriting and children's books. They then look at how to tell a story visually, equivalent to learning how to become a great director. The focus will be on choosing the point of view, angle, lighting, and composition of each panel and how to make those panels read together in an effective and compelling way. The students also learn from a focused critique process of their self-contained story. All stories are penciled, inked and lettered.

The Politics of Color
 ILUS 341 2 credits
 This course is an investigation of the potent symbolism of color and its relationship to visual communications. Assignments vary in complexity, media selection, technique, audience and application.

Alternative Materials and Procedures for Illustrators
 ILUS 353 2 credits
 Course focuses on the use of mixed media and alternative materials for image construction. The class will explore the "use values" of different mediums and how they effect communication. Some materials explored will be graphite, paint, paper collage, cloth, digital collage, transfers, oil bars, duct tape, resin, inks, wax, etc. Exploring and experimenting with different combinations of materials will be encouraged. Class instruction will include the following lectures, assigned projects, demos, field trips, and slide presentations.

Professional Practice
 ILUS354 2 credits
 A required course for all majors in Communication Arts, it is divided into three components, traditional portfolio development, web-portfolio design, and career development specific to a major. Students will leave this course prepared for an internship and/or employment. Lectures, demos, studio visits, visiting artists, and critiques, collectively prepare students for working in the field of advertising, illustration, and graphic design.

Editorial Illustration / Visual Translators
 ILUS 357 2 credits
 The genre of editorial illustration gives the illustrator ample opportunity to solve diverse conceptual problems. Publications often rely on images to illuminate articles, assertions and the like. This class will approach varying editorial assignments -- all of which call for clear visual ideas, in response to a written text. Students will be given modern-day editorial assignments ranging from political, social and environmental issues. Through each assignment, students will begin to develop a keener awareness of how to visually translate a text.

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projects are reviewed and approved by the department chair based on proposals submitted by interested students.

Printmaking I
 PRNT267 3 credits
 A basic printmaking course introduces a variety of print methods, such as monoprint, relief, intaglio, silkscreen and lithography as well as various approaches to making and printing plates in each medium. Through individual and collaborative projects students will learn to produce editions, wallpaper, and installations. Students also gain an understanding of the historical and contemporary aspects of printmaking. *Lab Fee: \$35*

Introduction to Screenprinting
 PRNT268 2 credits
 This course introduces artists to screen-printing, one of the most versatile print mediums. Students will gain a good understanding of the materials from coating and exposing a screen, registration, use of stencils and mixing inks. Direct emulsion photo screens allow students to work from a variety of source material. Students may work on surfaces including paper, fabric, plastic and wood.

Printmaking II
 PRNT270 3 credits
 An advanced course offers the opportunity to work intensively on individual projects using the multiple. Students will learn to develop all stages of the multiple using the print method best suited for their work conceptually and technically. Emphasis is on development of personal imagery and exploration of the media. (A prerequisite of Printmaking I or equivalent experience is required.) *Lab Fee: \$35*

Printmaking III
 PRNT370 2 credits
 Students refine their vision in advanced projects developed with an emphasis on practice and critical dialogue. Visits to local printmaking presses, artists and print exhibitions throughout the semester explore the role of the print as a historical and contemporary medium, and the significance of the multiple in contemporary art. (A prerequisite of Printmaking I or equivalent experience is required.) *Lab Fee: \$35*

Experimental Printmaking
 ILUS 355 2 credits
 This course provides an opportunity for formal application and experimentation through alternative printmaking processes. Emphasis is placed on problem-solving through process, substance, and style. Students will consider content, subject, and formal attributes of independently proposed projects. Readings, discussions, and lectures will address relevant topics such as multiplicity, historical predecessors, and critique.

Advanced Illustrative Applications
 ILUS402 2 credits
 Assignments challenge the student to create a range of inventive and effective illustrative solutions, beyond editorial imagery, for alternative applications in a range of media.

Senior Project/Seminar
 ILUS440 3 credits
 Students explore conceptual, theoretical, and experimental communications problems based on individual proposals, offering them the opportunity to integrate personal vision with professional goals. Meeting in cross-disciplinary teams facilitated by faculty advisors, students define the scope and objectives of their inquiry and outline their research and production methodologies. The class culminates in a visual project accompanied by a written narrative.

Illustration Concepts: The Power of the Story
 ILUS457 2 credits
 This intensive studio is designed to strengthen critical problem solving and imaginative skills, concept development, character design, staging development, and techniques, with an emphasis on, and analysis of drawing skills. Projects involve innovative image making, from preliminary sketches to developed solutions, using a variety of media.

Independent Study
 ILUS999 1-6 credits
 Independent studies provide an opportunity for students to work closely and collaboratively with communication arts faculty on assignments that extend the scope of their current interests, or expand their expertise. Applications for independent study

Department Faculty

Kali Nikitas

Chair

MFA (Graphic Design) Cal Arts; BA Univ of Illinois at Chicago. Designer, author, curator and editor. Founder of the design firm, Graphic Design for Love (&\$). Fellow of the Design Institute of Minneapolis; past Chair of the Department of Visual Arts at Northeastern Univ. and Minneapolis College of Art and Design; faculty member at the School of the Art Institute of Chicago. Curated two international design exhibitions and co-programmed the international symposia “Just the Type” and “What Matters.” Her work has been published in *Emigre*, *Eye*, *I.D.* and the AIGA Journal; and she has received awards from the ACD, AIGA and the Type Directors Club.

Barbara Maloutas

Associate Chair, Professor

MFA (Creative Writing) Otis; BFA (Graphic Design), Philadelphia College of Art; Graduate Studies, Kunstgewerbeschule, Basel, Switzerland with Armin Hoffman and Wolfgang Weingart. Freelance graphic designer and book designer.

Annie Adjchavanich

Senior Lecturer

BFA Corcoran College of Art & Design. Gallery Director of Billy Shire Fine Arts, Culver City, CA and La Luz de Jesus Gallery, Los Angeles, CA. Previously Executive Director Washington Project for the Arts/Corcoran and evaluator for the MacArthur Fellows Program.

Juliette Bellocq

Senior Lecturer

MFA (Graphic Design) Cal Arts; prior studies in design and typography in Paris and the Netherlands. Art Director at Osborn Architects. Published by the *New York Times*, *HOW* Magazine International Design Awards and the AIGA. Exhibited in “Grown in California” in San Francisco and Pasadena.

Maja Blazejewska

Senior Lecturer

Designer, LACMA. Clients include Sony Music, Ogilvy Brand Integration Group. Recognition from AIGA, awards from Art Directors Club, Out:Put. Currently designer for Los Angeles County Museum of Art for publications, marketing materials, special exhibition graphics and exhibitions’ visual identities. Recognized by AIGA and rewarded by Art Directors Club and Out:Put as well as published in *Lino*.

Michael Boychuk

Lecturer

BFA (Graphic Design) and BA (Advertising) Washington St. Univ. Co-founder with CEO Ben Wiener of Wongdoody, Los Angeles. Clients include Adidas, Alpine Electronics of America, CLIF Bar, Fox Sports, Johnny Rockets, the Dodgers and MGM Home Entertainment. Awards from Cannes (a Gold Lion), the Clios, Communication Arts, Art Directors, The One Show, Graphis and The Belding Awards.

Riah Buchanan

Lecturer

MFA Cranbrook Academy of Art, Post-Baccalaureate (Graphic Design), Minneapolis College of Art and Design; BA (Psychology), Carleton College. Clients include the national office of the American Civil Liberties Union, newyorktimes.com, Social Science Research Foundation, Revenue Watch and the New York Center for Book Arts.

Miguel Caballero

Senior Lecturer

BS (Advertising) Univ of FL, with further studies at Miami AD School. Currently, Senior Writer, DDB/LA. Clients include Wells Fargo, Big Brothers/Big Sisters, LA Public Health Department. Previously, writer for agencies—WongDoody, Butler Shine & Stern, Creature, Cole & Weber, JWT and Johnson Sheen whose clients included Gerber Knives, Tool & Gear, Oregon Cheese, Portland Tribune, Tonkin Automotive.

Department Faculty

Jessica Fleischmann

Senior Lecturer

MA (Latin American Studies) University of Chicago; MFA (Graphic Design) Cal Arts; BA (History) UC Santa Barbara. Principal, Still Room. Formerly, with Lorraine Wild Design, Art Director of *Western Interiors and Design* magazine. Collaborates with designers on both coasts. Clients include Abrams, Chronicle Books, Greybull Press, LACE, LACMA, MOCA, Whitney Museum, UC Press, Laguna Museum of Art.

Besse Gardner

Senior Lecturer

BA (Anthropology) UC Berkeley. Strategic Planner at 72andSunny. Clients include Bugaboo, The CW network, Callaway Golf, The Discovery Channel, Quiksilver and a variety of new business projects. Prior to 72andSunny she freelanced in the Planning Department at RPA in Santa Monica on Acura.

Katie Hanburger

Senior Lecturer

MFA (Graphic Design) Cal Arts, BA (Journalism), Univ of NC, Chapel Hill. Graphic designer, maker & illustrator interested in the intersection of the practical and the imaginary. Clients include CalArts, REDCAT, USC Roski School of Fine Art, Chronicle Books, MTV and Lane Crawford/Chandelier Creative.

Nancy Jo Haselbacher

Associate Professor

MFA, RISD, BFA Art Inst of Boston. Has exhibited at The Craft and Folk Art Museum, Los Angeles, Temple Univ., Rome, The Museum of Urban Art and Culture, Boston, Track 16 Gallery, Los Angeles, and The Center for Contemporary Printmaking, Norwalk, CT.

Carolee Campbell

Senior Lecturer

Proprietor of Ninja Press since 1984. Designs, illustrates, hand-sets in type, prints letterpress & binds each edition of books. Devoted to the continual investigation of form & unusual materials. Exhibited internationally, collected privately & by such institutions as The Getty Center, The British Library, NYPL, Harvard, UCLA, Brown, Smith, Wellesley.

Enzo Cesario

Lecturer

BFA (Studio Art) UC Irvine, BFA (Advertising) Art Center. Clients include Coca Cola, Sony, Microsoft, Discovery Channel, Nexon Games, THQ, VTech, Countrywide, Disney, Los Angeles Times, NET TV, Skyscraper Brewing Company, Slam Boom Bang.

Rebecca Chamlee

Adjunct Associate Professor

BFA (Communication Design) Otis. Graphic designer with a particular interest and passion for books. Clients include Capitol Records, Coors Brewing Company, Creative Artist Agency, Chronicle Books, LA County Museum of Art, Ogilvy & Mather, Sony Music Entertainment, Inc., Virgin Games & Interactive Entertainment.

Kim DeMarco

Senior Lecturer

BFA RISD. Illustrations published in *The New Yorker* and *The New York Times*, as well as the Society of Illustrators, Print, and several annuals of American Illustration. Clients include Harrod's, Kate Spade, Barney's New York, Rizzoli, Simon and Schuster, The New York Public Library, The Oxygen Network, TV Land, Pentagram, and Mikasa.

Robert Dobbie

Lecturer

BFA (Illustration) Otis. Freelance illustrator. Clients include American Airlines, Fox Family Channel, AFLAC, Snack King and Murphy Design.

Department Faculty

Erin Hauber

Assistant Professor

Post-Baccalaureate (Graphic Design), Minneapolis College of Art and Design; BA Univ of Wisc. Principal, cottage industries. Formerly Design and Communications Director, Westport Arts Center; Senior Designer, Intermedia Arts; Designer and Project Manager, MCAD DesignWorks. Recent clients include: Process Type Foundry, the Westport Arts Center, Relay Records and the Los Angeles Chamber Orchestra.

Lorenzo Hurtado Segovia

Assistant Professor

MFA Otis, BA (Art) UCLA. Master Printer, Analogue Press and Cirrus.

Roman Jaster

Lecturer

BFA, Cal Arts. Graphic designer for cultural organizations and artists. Focus on print and book design, as well as web design and development. Co-founder and co-editor of *Mammut* Magazine.

Yasmin Khan

Adjunct Associate Professor

MFA Cal Arts, BFA Art Center, BA UCLA. Partner, counterspace, an LA-based design studio focused on design for cultural institutions and branding/identity in Web, broadcast, and print media. Recent clients: MOCA, the Orange County Museum of Art, Imaginary Forces, *Arthur* Magazine, HarperCollins, REDCAT.

Cecil Kim

Senior Lecturer

BFA (Illustration) Art Center. Conceptual designer and illustrator for Imaginary Forces, Parasite Eve, Square USA, Sony.

Marc Kompaneyets

Lecturer

BFA University of Pennsylvania. Attended School of Art Institute of Chicago and Pennsylvania Academy of Fine Arts.

Patricia Kovic

Assistant Professor

BFA SUNY Buffalo. Graphic designer and principal at Studio Morris. Offices in L.A. and N.Y. for Fortune 500 companies. Design awards from the AIGA, N.Y. Art Directors' Club, Communication Arts magazine and Communication Graphics.

Daniel Lim

Senior Lecturer

MFA School of Visual Arts, BFA Art Center. Published in *American Illustration*, *3by3* Magazine, *Illustration Now!* by Taschen Books. Clients include Guidepost, Angel Magazine, Playboy, Mixmag UK, Oxford American Magazine, New York Times, LA Weekly, G4TechTV, Television Weekly, Upscene Magazine and Murphy Design.

Greg Lindy

Senior Lecturer

BA (Graphic Design) CSU Northridge. Developed a font family for Thirstype, which includes the fonts Lux and Section. Clients include The Getty Center, Autry Museum of Western Heritage, Capitol Records, E! Entertainment Television, UCLA, and SCI-Arc.

Anna Llorente-Thurik

Senior Lecturer

Post-Bac (Graphic Design) Art Institute of Chicago, MFA (Graphic Design) Cal Arts, BAS (Architecture) Washington University, St. Louis. Recently founded own design practice with clients including The Getty Museum, The Jerde Partnership, California Institute of the Arts, Urban Partners LLC and Fernando Vasquez/Studio among others. Formerly with Sussman/Prejza & Company, Inc., Richard Orne and Associates and Lorraine Wild Design/Morphosis.

Geoff McGann

Senior Lecturer

BFA Art Center, Creative director and writer for Weiden + Kennedy, Portland, Ogilvy & Mather, L.A., and Digital Kitchen, Seattle/Chicago. Clients include Nike, Miller, Coca-Cola, MTV, Subaru, Sega, Gap, Microsoft, AT&T, GM, Chrysler, Ford, Dow and Proctor & Gamble.

Lauren Mackler

Senior Lecturer

MFA (Graphic Design) RISD, BS (Studio Art) NYU. Graphic designer, artist and curator whose practice includes making catalogs for exhibitions, posters, artist edition prints, videos, installations and curating group exhibitions in New York and Tokyo. Worked in motion graphics in N.Y

Erick Mangali

Senior Lecturer

BFA (Graphic Design) Loyola Marymount University. Clients at "The Bookshop" under Mike Whitlow include: ESPN, Fox Sports, Wienerschnitzel and Chevy. Currently a Senior Art Director at Deutsch Los Angeles working on DirecTV. Awards and recognition from The Beldings, The Addys, Communication Arts and The One Show.

Nathan Ota

Adjunct Associate Professor

BFA (Illustration) Art Center. Clients include *The Wall Street Journal*, *Chicago Tribune*, *New York Times*, *U.S. News & World Report*, Capitol Records, House of Blues Music Company, and Virgin Interactive-Entertainment, *Jazz* magazine, Imago Recording Company, and 2-13-61 Publications.

Renee Petropoulos

Associate Professor

BA, MFA UCLA. Exhibited throughout the U.S and internationally. In Los Angeles, she is represented by Rosamund Felsen Gallery, Santa Monica. Numerous public site commissions, and exhibited at the San Francisco Jewish Museum; Blaffer Museum; Occidental College Weingart Gallery; and Galerie Krinzinger, Vienna. Grants and awards from J. Paul Getty, Durfee Foundaiotn, Art Matters, and COLA.

Faria Raji

Senior Lecturer

BFA (Advertising) Art Center. Clients include Anaheim Angels Baseball Team, Heaven's Bistro Pizza, Manifesto Films, Hurricane Beer, Larry Flynt Publications, Big and Tall Pictures, TotalSports.com, Triple X Records, Universal Pictures and many more.

Luis Ramirez

Lecturer

V.P Assoc. Creative Director, RPAwith clients such as Honda, Acura, La-Z-Boy, PENTAX and VH1. More than 13 years of experience in advertising and Internet industries.

Department Faculty

Tanya Rubbak

Senior Lecturer

MFA (Graphic Design) Cal Arts, BA Univ of Pa. Freelance graphic designer concentrating on print and web design for arts and culture clients. Previously at Mixed Greens gallery and 5+design studio.

Robert Sain

Lecturer

BA, Emory University. Curator, educator, and arts management. Organizes experimental exhibitions with a particular focus on artist's commissions and public engagement. As founding director of LACMALab, pioneered programs that were participatory and "age-free".

Erik Mark Sandberg

Senior Lecturer

BFA Art Center; Fine Art Printmaking Atelier with Gemini Gel Master Printer, Anthony Zepeda, AAS (3D Animation) Art Institute of Minneapolis. Awards from Society of Illustrators. Published in *American Illustration*, *Communication Arts*, *Creative Review*, *3x3*, *Objects*, *Tokion*, and more. Clients include *Rolling Stone*, *New York Times*, *Harvard Business Review*, *Spin*, Budweiser, Pepsi, Absolut Vodka.

JT Steiny

Senior Lecturer

BFA (Illustration) Otis. Freelance Illustrator. Clients include *Los Angeles Times*, *USA Today*, *Smart Money*, Sony Records, Rhino Records, and *LA Weekly*.

Leslie Sun

Senior Lecturer

MFA Cal Arts, BS USC. Partner, LSMD Formerly with Green Dragon Office.

Cybil Weigel

Senior Lecturer

MFA (Media Design) Art Center, BFA (Graphic Design) Maryland Institute College of Art. Founder of Embeddedin.LA. Clients include MGM Music, BLX Records, Gold Chain Music, Diamonds Entertainment.

Communication Arts

Department Faculty

Jessica Wexler

Senior Lecturer

MFA Cal Arts; AAS Parsons School of Design; BA Haverford College. Partner, Greenblatt-Wexler. Freelance designer specializing in print and web for the art, culture and creative industries.

John White

Assistant Professor and Coordinator, Advertising Design

Founder and principal of Paperplane, a full service brand communication agency with clients including, Mattel Toys, Epson of America, Subaru of America, El Torito and Acapulco Restaurants, Hot Topic, Weider Nutrition, Kinkos and The Queen Mary. Awards include a Telly and inclusion in the Permanent Collection of the Library of Congress.

Davey Whitcraft

Assistant Professor

MFA (Design and Media Arts) UCLA, BFA CCA. Principal, Willem Augustus Studio. Awards from AIGA, Art Directors Club N.Y. Published in Graphis, Print, SXSW Interactive, Altpick, Eisner American Museum of Advertising and Design, EvoMUSART.