

Advertising Design

| Sophomore Year | Fall | Spring | <u>Degree Requirements</u> |
|----------------------------|-------------|---------------|--|
| COMD207/208 | 3.0 | 3.0 | |
| COMD214/215 | 2.0 | 2.0 | |
| COMD218/219 | 2.0 | 2.0 | |
| COMD232/233 | 2.0 | 2.0 | |
| AHCS220 | 3.0 | — | <i>Descriptions for courses listed in grey boxes are located in the Liberal Arts and Sciences section.</i> |
| AHCS222 | — | 3.0 | |
| *ENGL202 | 3.0 | — | |
| *ILML 200 | — | 3.0 | |
| Total Credits per Semester | | 17.0 | |
| | | | |
| Junior Year | Fall | Spring | |
| ADVT302/303 | 2.0 | 2.0 | |
| COMD332/333 | 2.0 | 2.0 | |
| ADVT353 | 2.0 | — | |
| ADVT351 | — | 2.0 | |
| COMD311 | 2.0 | — | |
| ADVT355 | — | 2.0 | |
| | — | 4.0 | |
| *ILMS300 | 2.0 | — | |
| *AHCS310 | 3.0 | — | |
| *MATH336 | 3.0 | — | |
| *NSCI307 | — | 3.0 | |
| | — | 3.0 | |
| *LIBS410/ENGL400 | — | 3.0 | |
| Total Credits per Semester | | 16.0 | 18.0 |
| | | | |
| Senior Year | Fall | Spring | |
| ADVT400/401 | 2.0 | 2.0 | |
| ADVT440 | — | 3.0 | |
| COMD432/433 | 2.0 | 2.0 | |
| ADVT456 | 2.0 | — | |
| | 4.0 | 6.0 | |
| *LIBS440 | — | 3.0 | |
| *SSCI 210 | 3.0 | — | |
| LIBS404 | 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 | — 3.0 |
| | *LIBS410/ENGL400 | 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 |

Descriptions for courses listed in grey boxes are located in the Liberal Arts and Sciences section.

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

Illustration

| 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 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 | --- | 3.0 | |
| *LIBS410/ENGL400 | Liberal Studies Elective | | | |
| 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 fall or spring semester

Communication Arts

Reviews

Communication Arts Review Structure

All reviews are required. Not to 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 year 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.

Design Boot Camp

ADVT250 2 credits

This course is treated like an agency to prepare students for the real world. Students will design and develop multiple ad layouts to refine their design skills, expand their design vocabulary and fine-tune their execution skills to prepare them for the industry.

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 III.

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.

Communication Arts

Course Descriptions

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 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.

Communication Arts

Course Descriptions

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 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.

Communication Arts

Course Descriptions

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 contentbased 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 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.*

Sex and Gender in Communication Strategies

COMD353 2 credits

This course explores how the depiction of gender and sexuality contributes to varied communication strategies. Through extensive studio work, lectures, research, and writing, students will explore how sexually charged and gendered imagery shapes the way we understand and consume goods, information, and pleasure. The class involves short assignments and a longer final project where students work individually to research and produce visuals (books, posters, video, paintings, products, etc) addressing issues raised in class.

Design 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.

Communication Arts

Course Descriptions

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 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, highquality 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 III

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.

Communication Arts

Course Descriptions

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 learn how to create a visually distinct identity through structured yet innovative methodology that helps them generate many ideas and designs in a short amount of time. Using this methodology they develop a rich visual language that becomes the basis for a system that promotes an expansive development of the visual language that goes beyond a logotype and its applications.

Prerequisite: Typography III.

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.

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

Communication Arts

Course Descriptions

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

COMD483 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

COMD485 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 original 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.

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.

Storytelling for Illustrators

ILUS330 2 credits

This course focuses on narrative structure and development. Students will complete original stories for use in comic books, funnies, or graphic novels. The differences between the narratives for these various forms will be explored. Lectures will include Case Studies, universal structures, and contemporary styles.

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.

Communication Arts

Course Descriptions

The Politics of Color

ILUS341 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.

Off the Wall and Off the Page

ILUS343 2 credits

Illustrators are visual artists who are involved and focused on events, products, installations and other kinds of paraphernalia as well as traditional mediums such as original art, print and screen. This course gives students the opportunity to explore other areas of expression that are available to illustrators, to develop the goals and messages associated with these media and gauge their success based on the goals the students develop.

Advancing Your Practice

ILUS352 2 credits

Three-hour seminar for advanced students who will discuss ideas of a personal practice through viewing each other's work. The class covers timely issues and topics relating to cultural production, emphasizes group discussion and student participation including readings, lectures, screenings, and field trips. The class aims to expand student's understandings and perspectives of Communication Arts and media by placing them into broad artistic, social, political, and geographical contexts; and to develop and expand students' individual interests and practice. Each student will be expected to present new work.

Alternative Materials and Procedures for Illustrators

ILUS353 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

ILUS357 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.

Experimental Printmaking

ILUS355 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.

Special Topics: Oil Painting

ILUS358 2 credits

This course introduces students to traditional and contemporary painting approaches and concepts, with emphasis on the understanding of its formal language and the fundamentals of artistic expression. During the process a vigorous training helps prepare students for going into the field of illustration. Painting from observation such as a life model and imagination in conjunction with reference materials and various other painting methods will be introduced. Field trips and placing work in an historical context will help to develop a "critical eye."

Communication Arts

Course Descriptions

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 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*

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*