

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	
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 Art Survey	3.0	—	
AHCS222	History of Gr Des/Adv/Illus	—	3.0	
*ENGL202	Sophomore English Requirements	3.0	—	
*SSC210	Social Science	—	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	—	2.0	
	Studio Electives	—	4.0	
*ILMS300	Integrated Learning Studio	2.0	—	
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	2.0	—	
	Studio Electives	4.0	6.0	
*LIBS440	Senior Liberal Studies Capstone	—	3.0	
*ILML400	Integrated Learning Lecture	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.

**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 Art Survey	3.0	—
	AHCS222	History of Gr Des/Adv/Illus	—	3.0
	ENGL202	Sophomore English Requirement	3.0	—
	SSC210/211/220	Social Science	—	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	—
	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
	*ILML400	Integrated Learning Lecture	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 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 Art Survey	3.0	—	
AHCS222	History of Gr Des/Adv/Illus	—	3.0	
*ENGL202	Sophomore English Requirement	3.0	—	
*SSCI210/211/220	Social Science	—	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	—	
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	
*ILML400	Integrated Learning Lecture	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 the fall or the spring semester.

Communication Arts

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

This advanced seminar provides an opportunity to focus on developing advertising and branding solutions related to provocative and timely subjects and themes. Conceived as a professional multidisciplinary studio, students work in a range of media, individually and collaboratively in teams, 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.

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 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.

Photographics I

COMD221 2 credits

This course investigates meaning and message, form and function, image and intent, in both digital and experimental expressions and solutions that highlight the potential of photography to capture and contain fresh visual language.

Course Descriptions

Communication Arts

Course Descriptions

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.

Video Workshop

COMD240 2 credits

Students are introduced to working creatively with moving images as a communication tool. Class discussion and assignments provide a theoretical and practical foundation while introducing historical and narrative issues in this medium and culminating in applications for the advertising field. Attention is given to technical and communication concerns in lectures, discussions, digital recording and editing, hands-on demonstrations, and evaluations.

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: COMD207/208 Communication Studio I/II

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.

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.

Photographics II

COMD 322 2 credits

This course explores how photography can be used to explore and create visual allegory, messaging, storytelling and advanced image-making. Students learn how to—use color photography in the lighting studio, as well as in the outside world; use of both digital and film cameras; and further develop their technical skills. They are encouraged to find fresh formal and informal photographic expression and explore new ways of seeing, telling and image making as it applies to their major.

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.

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.

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.

Small Edition Books

COMD363 2 credits

This course is an introduction to the skills and techniques used in fine letterpress printing, typographic design, and edition bookmaking from lead type to digital plate-making. Course assignments involve the integration of text and image, paper selection, inks and inking, color integration, serial imaging, surface preparation, and press editions. This course may be repeated for credit up to 2 times.

Prerequisite: COMD 362 Introduction to Letterpress.

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.

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.

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.

Communication Arts

Course Descriptions

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.

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.

Interactive Design I

COMD472 2 credits
Students are introduced to the key concepts, tools and techniques, aesthetics, and underlying processes used to create rich interactive communication experiences with particular online applications. Class sessions and individual and collaborative assignments involve interface, navigational structures, metaphor, screen composition, sound, space, rhythm, and the relationship between functionality, content, and form.

Interactive Design II

COMD473 2 credits

Students investigate further applications for experience communication related to individual and class projects that take on expressions appropriate to the purpose of interactivity. The intention of interactive design varies in the areas of entertainment, education and information systems for business presentations, advertising and personal expression.

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.

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.

Motion Graphics

COMD481 2 credits

The study of motion graphics is explored through the context of title design for film + television. This class includes conceptualizing an idea, through storyboard design phase, to animation and completion. Appropriate software programs are used within class to achieve assignments. Motion graphics and title design examples past and present are introduced to students and analyzed.

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.

Sponsored Projects

COMD489 2 credits

Communication Arts works in collaboration with businesses and corporations to provide opportunities to produce “real projects” for the “real world.” An Otis faculty member facilitates the course and works closely with the client to ensure that students experience the value of professional behavior, thorough concept development, and excellent design outcomes.

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: COMD207/208 Communication Studio I/II.

Communication Arts

Course Descriptions

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.

Color Strategies

ILUS 340 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.

Drawing and Content

ILUS341 2 credits
This course provides a highly focused exploration of analytic and expressive drawing for illustration, with an emphasis on perspective, environments, lighting, and spatial dynamics.

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.

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.

Prerequisite: COMD207/208. This course may be repeated for credit up to 4 times.

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.

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.)

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.)

Communication Arts

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

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.

Marci Boudreau

Senior Lecturer

BA University of Minnesota. Senior Designer, MOCA. Partner with Vesna Petrovic in Picnic Design, specializing in exhibition and print design for arts and cultural clients. After work as a designer for the Minnesota AIDS Project, moved to L.A. to be senior designer at MoCA.

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 State University. Co-founder with CEO Ben Wiener of Wongdoody, Los Angeles. His clients have included Adidas, Alpine Electronics of America, CLIF Bar, Fox Sports, Johnny Rockets, the Dodgers and MGM Home Entertainment. He has been recognized nationally and internationally with awards from Cannes (a Gold Lion), the Clios, Communication Arts, Art Directors, The One Show, Graphis and The Belding Awards.

Miguel Caballero

Senior Lecturer

BS (Advertising) University of Florida, 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.

Rebecca Chamlee

Associate Adjunct 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.

Ken Choi

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BFA (Illustration) Art Center. Currently an Art Director at Ignition Print, specializing in theatrical one sheets for the entertainment industry.

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BFA (Communication Design) Art Center. Previously, Senior Designer with Metropolitan Transit Authority Currently, Principal & Creative Director, DurreDesign. Clients include MOCA, Johnson & Johnson, Warner Brothers, CO Architects, ExerciseTV.

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Design Interactive Designer, Maddenmedia. Clients include Toyota, Bank of America, Reebok, Lexus, Honda.

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MA (Latin American Studies) University of Chicago; MFA (Graphic Design) Cal Arts; BA (History) UC Santa Barbara UC Santa Barbara. Principle, 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.

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BA (Anthropology) UC Berkeley. Strategic Planner at 72andSunny where her clients have included 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.

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MFA (Graphic Design) California Institute of the Arts; BA (Journalism), University of North Carolina-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. www.ktothet.com

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Post-Baccalaureate (Graphic Design), Minneapolis College of Art and Design; BA (Art History and English) University of Wisconsin-Madison. 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.

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

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Communication Arts

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MFA Cal Arts, BFA Art Center College of Design, 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.

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

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

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BFA (Graphic Design and Packaging) Art Center. Package and identity systems for The Disney Store as well as other speciality retailers. Clients include Warner Bros. Online, The Gap Inc., Old Navy In-Store Marketing, Coca Cola, General Mills, and Nestlé.

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MFA School of Visual Arts, BFA Art Center College of Design. 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

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BA (Graphic Design) CSU Northridge. Graphic designer, principal at Intersection Studio. 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.

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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.

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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.

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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.

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MFA (Graphic Design) Rhode Island School of Design. BArch University of Southern California. Environmental design for Ford Design, Pasadena; exhibit design for KPC Design, Boston; print design for Stolze Design, Boston. Currently designer at Sussman/Prejza, Culver City. Clients include Amgen SF, City of Santa Monica, Westfield, Universal, and City National Plaza.

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BFA (Advertising) Art Center College of Design. 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.

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MFA (Graphic Design) California Institute of the Arts; BA (English) University of Pennsylvania. Freelance graphic designer concentrating on print and web design for arts and culture clients. Previously at Mixed Greens gallery and 5+design studio.

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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.

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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*.

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BFA (Advertising Design) Art Center. Freelance Art Director for Quicksilver. Past Art Direction for Ogilvy and Mather Advertising, Anaheim Angels, Foote Cone and Belding, Mike Salisbury Communications, NBC, *Rage Magazine*.