

NEW COURSE PROPOSAL

Courses must be submitted by October 15, 2011, and finalized by the end of the fall semester for the next catalog production.

Use YELLOWED areas to enter data.

DATE (*Change if modified and redate file with current date*) 9/12/11; REV 9.18.12; REV 11.28.12

PROGRAM AREA(S) ART

1. Course Information. [Follow accepted catalog format.]

Prefix(es) (Add additional prefixes if cross-listed) and **Course No.** ART 526

Title: VISUAL PRODUCTION **Units:** 3

X Prerequisites Admission to the DIAMND program or Consent of Instructor

Corequisites

Consent of Instructor Required for Enrollment

Provides an immersive examination of the core skills, theories, and techniques needed to understand and execute the production of digital design. Essential skills are reinforced through software instruction and design iteration methodology, processes of prototyping, analyzing, critiquing, and project refinement.

Grading Scheme:

X A-F Grades

Credit/No Credit

Optional (Student Choice)

Repeatability:

Repeatable for a maximum of units

Total Completions Allowed

Multiple Enrollment in Same Semester

Course Level Information:

Undergraduate

Post-Baccalaureate/Credential

X Graduate

Mode of Instruction/Components (Hours per Unit are defaulted).

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS & HEGIS # (Filled in by the De□n)
Lecture		1			
Seminar		1			
Laboratory		3			
Activity	3	2	15	X	
Field Studies					
Indep Study					
Other Blank					

Leave the following hours per week areas blank. The hours per week will be filled out for you.

Six hours activity per week

hours blank per week

Is this course delivered online? Yes____ No__XX__

2. Course Attributes:

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

A (English Language, Communication, Critical Thinking)

A-1 Oral Communication

A-2 English Writing

A-3 Critical Thinking

B (Mathematics, Sciences & Technology)

B-1 Physical Sciences

B-2 Life Sciences – Biology

☐ B-3 Mathematics – Mathematics and Applications
☐ B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures)

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

D (Social Perspectives)

E (Human Psychological and Physiological Perspectives)

UDIGE/INTD Interdisciplinary

Meets University Writing Requirement

Meets University Language Requirement

☐ **American Institutions, Title V Section 40404:** ☐ Government ☐ US Constitution ☐ US History

Refer to website, Exec Order 405, for more information: <http://senate.csuci.edu/comm/curriculum/resources.htm>

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

3. **Justification and Requirements for the Course.** (Make a brief statement to justify the need for the course)
- A. Justification: Developing a coherent verbal and visual system to articulate and communicate ideas across various media is the key to visual communication design. The focus is on creating compelling messages and appropriate communication strategies. Research, concept and content development, and articulation of methodology are examined, and projects are executed within the context of historical and cultural design.
- B. Degree Requirement: ☐ Requirement for the Major/Minor **Note: Submit Program Modification if this course changes your program.**
☒ Elective for the Major/Minor
☐ Free Elective
4. **Student Learning Outcomes.** (List in numerical order. You may wish to use the following resource in utilizing measurable verbs: <http://senate.csuci.edu/comm/curriculum/resources.htm>)
1. Practice the fundamentals of typography, print, and interactive design
 2. Examine the connections between design & visual communication
 3. Identify visual design elements: space, line, color, shape, texture, form, and value; and the 3 F's of Design—Form Follows Function
 4. Employ the principles of design: unity, emphasis/focal point, balance, proportion/scale, space, and rhythm
 5. Identify and recognize the main historical movements and trends in design and visual media
 6. Employ design processes, innovative methodologies, need finding, visualization, rapid prototyping, team dynamics, storytelling, and project leadership
 7. Recognize the impact of visual design and technology and its force as a cultural and social phenomenon
 8. Produce new design ideas and projects that communicate effectively and with impact
5. **Course Content in Outline Form.** [Be as brief as possible, but use as much space as necessary]
1. Understanding the relationship between visual thinking and design thinking
 2. Learning about graphic design tools, techniques, and software
 3. Comparison of print and digital as different media; examining their different strengths and limitations
 4. Studio production of branding, packaging, and experimental design projects
 5. Individual and team project presentations and critiques

Does this course content overlap with a course offered in your academic program? **Yes** ☐ **No** ☒

If YES, what course(s) and provide a justification of the overlap. ☐

Does this course content overlap a course offered in another academic area? **Yes** ☐ **No** ☒

If YES, what course(s) and provide a justification of the overlap. ☐

Overlapping courses require Chairs' signatures.

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

A. List Cross-listed Courses (Signature of Academic Chair(s) of the other academic area(s) is required).

List each cross-listed prefix for the course:

B. Program responsible for staffing:

7. References. [Provide 3 - 5 references]

Poyner, Rick, *Design Without Boundaries: Visual Communication in Transition*, Booth-Clibborn, 2000

Vit, Armin and Bryony Gomez Palacio, *Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design*, Rockport Publishers, 2009

Fletcher, Alan, *The Art of Looking Sideways*, Phaidon Press, 2001

Rand, Paul, *A Designer's Art*, Yale University Press 2000

Cramsie, Patrick, *Story of Graphic Design*, Abrahams, 2010

Sagmeister, Stefan, *Made You Look*, Abrams, 2009

8. Tenure Track Faculty Qualified to Teach This Course.

Art Program Faculty/External Professional Adjuncts (Matjas & King)

9. Requested Effective Date:

First semester offered: Fall 2014

10. New Resources Requested. Yes No ☒

If YES, list the resources needed.

A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)

B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.)

C. Facility/Space/Transportation Needs

D. Lab Fee Requested (please refer to Dean's Office for additional processing) **Yes No**

E. Other

11. Will this new course alter any degree, credential, certificate, or minor in your program? Yes No

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

Priority deadline for New Minors and Programs: October 1, 2011 of preceding year.

Priority deadline for Course Proposals and Modifications: October 15, 2011, of preceding year.

Last day to submit forms to be considered during the current academic year: April 15th.

Liz King and Luke Matjas

9/18/12

Proposer of Course (Type in name. Signatures will be collected after Curriculum approval)

Date

Approval Sheet

Program/Course:

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

Multiple Chair fields are available for cross-listed courses.

Program Chair		
	Signature	Date
Program Chair		
	Signature	Date
Program Chair		
	Signature	Date
General Education Chair		
	Signature	Date
Center for International Affairs Director		
	Signature	Date
Center for Integrative Studies Director		
	Signature	Date
Center for Multicultural Engagement Director		
	Signature	Date
Center for Civic Engagement Director		
	Signature	Date
Curriculum Chair		
	Signature	Date
AVP		
	Signature	Date