

Visual Communications Program

VISCM: COURSE DESCRIPTIONS

2018-2019 Catalog

- VISCM 240** **TYPOGRAPHY (3)**
Study of the design of letterforms, the function of type, and the use of type as a design element. Required preparation: program admittance. (UE)
- VISCM 250** **LAYOUT AND PUBLICATION DESIGN I (5)**
Application of layout and typographic principles to the design of identity systems, publications and collateral materials such as brochures, newsletters, catalogs. Emphasis on learning page layout software and preparation of art and copy for print reproduction. Required Preparation: program admittance. (UE)
- VISCM 251** **LAYOUT AND PUBLICATION DESIGN II (5)**
Further study of layout and publication design including the use of grid systems for multipage publications. Course covers document creation for print and digital publication and addresses issues of layout design for mobile devices such as eBook readers and tablets. Required preparation: program admittance and VISCM 250. (UE)
- VISCM 260** **VECTOR ILLUSTRATION (5)**
Illustration principles and techniques using vector-based software. Course covers the creation of illustrations for editorial, advertising and information graphics purposes. Required preparation: program admittance. (UE)
- VISCM 262** **ADVANCED DIGITAL IMAGING (5)**
Advanced Photoshop skills in preparing raster images for print, web, and digital publishing. Topics include: color management, image resolution, color correction, clipping paths, masks, sharpening, retouching, and compositing techniques. Required preparation: program admittance. (UE)
- VISCM 270** **PRINT PRODUCTION AND PREPRESS (5)**
Study of commercial print processes and digital preparation of artwork for reproduction. Topics include: printing process, project workflow, industry standard graphic file formats, digital color foundations, preflight, quality issues, paper stock, bindery processes, business relationships, quoting print jobs. Prerequisite: program admittance. (UE)
- VISCM 280** **WEB DESIGN AND AUTHORING I (5)**
Fundamentals of web design and site development using coding and web authoring software. Topics include: site planning, workflow, usability, interface and layout design, cross-platform issues, HTML/CSS, image optimization, and web typography. Required preparation: program admittance. (UE)
- VISCM 282** **WEB DESIGN AND AUTHORING II (5)**
Further study and application of web design principles and site development. Course covers designing for mobile and desktop screen sizes, grid systems for web layout, using HTML/CSS and jQuery for animation and interactivity. Required preparation: program admittance; VISCM 280. (UE)
- VISCM 284** **WEB CONTENT MANAGEMENT SYSTEMS (5)**
Fundamentals of developing web sites using open source content management systems (CMS). Topics include: CMS functionality for web management needs, content organization, developing graphics for theme-based layouts, modifying theme design through HTML, CSS and scripting. Required preparation: program admittance. (UE)
- VISCM 286** **VIDEO PRODUCTION FOR THE WEB (5)**
Fundamentals of video production with focus on creating and preparing video for streaming on the Web. Topics include: content development, digital video/audio production, digital editing techniques, file formats and compression for Web delivery. Program admittance required. (UE)
- VISCM 192** **DESIGN LAB (2) [OR VISCM 190 COOPERATIVE EDUCATION/INTERNSHIP (2)]**
Supervised design practice in which students solve graphic design and web design problems for local small non-profit organizations. Students will work individually or in teams with the organizations and will complete those studio projects in the campus lab. (UE)
- VISCM 292** **PORTFOLIO/PROFESSIONAL PRACTICES (2)**
Standard professional and business practices in the graphic and web design profession with emphasis on the preparation of a portfolio of the student's work. Other topics include: resume writing, interviewing, portfolio presentations, business contracts, copyright law, recordkeeping, and taxes. Required preparation: program admittance. (UE)

ART Courses

Applicable to the Visual Communications Degree

- ART& 100** **ART APPRECIATION (3 OR 5)**
Approach to art appreciation designed to develop an understanding of visual art forms, and to develop the vocabulary necessary to discuss them. Content will focus on issues and concepts in contemporary art. Topics include the purpose and function of art, creative process, visual and design elements that go into the making of art. Prerequisite: placement in ENGL& 101. (Hw)

- ART 112 DRAWING I (3 OR 5)**
Theory and practice of drawing in various mediums with a range of subject and of aesthetic approaches. Emphasis on studio work integrated with slides, lecture, discussion and out of class work. (Hp)
- ART 114 HISTORY OF GRAPHIC DESIGN (3)**
History of graphic design and illustration from ancient culture through the present with an emphasis on early twentieth century to current concepts and trends. Prerequisite: placement in ENGL& 101. (Hwg)
- ART 115 2D DESIGN (3 OR 5)**
Introduction to the elements of two dimensional design and the application of those elements in visual projects. (Hp)
- ART 116 3D DESIGN (3 OR 5)**
Introduction to the elements of three-dimensional design and the application of those elements in visual projects. (Hp)
- ART 118 MIXED MEDIA/COLLAGE (5)**
Introduction to collage methods and materials through the use of traditional and non-traditional media. Emphasis on the elements of design and composition as applied to various studio projects. Explores the history and use of collage by 20th Century artists. Recommended preparation: prior drawing or painting experience. (Hp)
- ART 123 WATER BASED MEDIA (3 OR 5)**
Introduction to water based media and materials through the use of traditional and non-traditional techniques. Media will include watercolor, gouache and acrylic painting. Emphasis on techniques, color theory and application; and the elements of color, light, and composition, as applied to various studio and possibly on-site (outdoors) projects. Explores the history and use of water-based media by traditional and contemporary artists. (LE)
- ART 134 THE ART OF COLOR (3 OR 5)**
Principles of color theory and application, with an emphasis placed on objective color principles and individual subjective responses towards color. Includes studio work, lecture, historical research, critiques, and out-of-class work.(Hp)
- ART 175 PRINTMAKING: RELIEF AND MONOTYPE (3 OR 5)**
Introduction to printmaking concepts and methods. Covers relief print processes (woodcut and linocut) and monotype prints. Emphasis on studio work supplemented with slides, lectures, and group discussions. (Hp)
- ART 179 2D ANIMATION (5)**
Introduction to principles and practice of animation using 2D animation software. Course covers concept and story development, storyboarding, and animation concepts and techniques based on observation, timing, motion, and transformation. Recommended preparation: prior drawing or computer art experience. (Hp)
- ART 185 INTRODUCTION TO VISUAL COMMUNICATIONS (5)**
This course examines the principles and practice of visual communications. Includes the design process, layout, basic web design, and preparation of art and copy for reproduction. It introduces the basics of graphics software (page layout, illustration, web design, and image editing) as tools of the design process. (Hp)
- ART 187 COMPUTER ART (3 OR 5)**
Exploration of the use of computer technology for creating fine art and illustrations. The software used simulates traditional drawing and painting media. Emphasis will be on the technical use of software tools as well as the content and aesthetics of image making. Recommended preparation: prior basic drawing course. (Hp)
- ART 200 FIGURE DRAWING I (3 OR 5)**
Study in drawing the human figure from live models as well as other sources, using various media. Preferable to have had some experience in general drawing. Prerequisite: ART 112. (LE)
- ART 205 WESTERN ART FROM 18TH TO MID-20TH CENTURY (3 OR 5)**
Historical developments in Western art from 18th century to the mid-20th century. Focus on European and American art. Prerequisite: placement in ENGL& 101. (Hwg)
- ART 215 WESTERN ART FROM WORLD WAR II TO THE PRESENT (3 OR 5)**
Historical developments in Western art From World War II to the present. Focus on European and American art. Prerequisite: placement in ENGL& 101. (Hwg)
- ART 221 PAINTING (3 OR 5)**
Fundamentals of painting in oils or acrylics, stressing color usage, familiarity with the medium, various painting processes and methods. Prerequisite: ART 112. (Hp)