ART & DESIGN

Dexter Bldg. (34), Room 169
Phone: 805.756.1148
https://artdesign.calpoly.edu

Department Chair: Giancarlo Fiorenza

Academic Programs

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Admission/acceptance to the Bachelor of Fine Arts degree program in Art and Design requires a demonstrated ability in the chosen concentration in art through the presentation of a representative portfolio, outlined in the department’s submission guidelines. Submission of portfolio is by invitation only; the department will contact students with information regarding submitting the appropriate materials in a timely manner.

The department operates the University Art Gallery, located in the Dexter Building (34), room 171. The gallery is a venue that serves the University, the city of San Luis Obispo, and the surrounding areas. It showcases nationally and internationally known artists, as well as student, alumni and faculty artwork. The gallery creates an environment for learning and discussion of ideas critical to art and society.

Undergraduate Programs

BFA Art and Design

The Bachelor of Fine Arts degree (BFA) program in Art and Design offers a major with concentrations in graphic design, photography & video, and studio art. The BFA in Art and Design is accredited by the National Association of Schools of Art and Design. The department has made a commitment to cultural diversity. Wherever possible, this commitment is evidenced by the inclusion of material which identifies significant multicultural influences on the content of the courses in our curriculum. Courses are available for all students to enrich their creativity, understanding, appreciation, and practical skills in art.

Concentrations

All three concentrations support creative and aesthetic growth and require the development of technical skills as a foundation for personal direction and enrichment. Through team projects, students have the unique opportunity to experience the interaction and relationship of graphic design, photography, and studio art.

Graphic Design

The study of graphic design, typography, interaction design, design history and design theory. Emphasis is placed on concept development, design thinking, and creative problem solving. The program culminates in the development of a portfolio that demonstrates the breadth of skills needed to enter the professional design industry. Graduates of the program obtain positions in graphic design studios, corporate creative departments, advertising agencies, tech companies, and related industries.

1 The Art and Design Department's Graphic Design concentration focuses on creative problem-solving and development of design and layout skills. The Graphic Design concentration leads to positions such as graphic designer, web designer, art director and creative director for advertising agencies, design studios and corporate design departments.

In contrast, the Graphic Communication Department's (GrC) Design Reproduction Technology concentration focuses on the technical and digital aspects of transforming design solutions for output and reproduction in print and digital form. The concentration focuses on printing, web development, publishing, digital imaging, and related areas of media preparation and production.

Photography and Video

The study and practice of the lens-based arts of photography and video. Emphasis is placed on concept development, photographic seeing, and creative problem solving. Production skills with studio and location lighting are emphasized using digital image making, large format photography and video/cinematic production. This is a diversified, commercial oriented program stressing preparation for careers in advertising, illustration, video and cinema production, corporate and editorial photography, portraiture and digital image making for both online and print. The study of photographic history, cinema styles and contemporary practices is integral to the program. The program culminates in the creation of a professional portfolio in both still and motion that can allow the graduate to enter the professional workforce or apply for graduate study.

Studio Art

A selective program designed for students seeking a broad based undergraduate education in the visual arts. The program is distinctive for its depth of required coursework in both two- and three-dimensional media. The upper division curriculum allows students to specialize in preparation for pursuit of advanced degrees and/or careers in the visual arts. With its learn-by-doing philosophy and its commitment to both the liberal arts and technology, Cal Poly provides a unique setting for studying the visual arts. Within this context, students in the Studio Art concentration are presented with an environment where imagination, intellectual rigor, self expression and skill development are expected and valued.

Art History Minor

Courses consist of a required core and approved electives. The courses include art and architectural history. Students, working with an advisor, select their area(s) of interest.

Advisor: Elizabeth Adan or Giancarlo Fiorenza

Minor Requirements (http://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/artdesign/arthistoryminor/)

Cross Disciplinary Studies Minor in Computing for Interactive Arts

An interdisciplinary minor sponsored by the Art and Design department and the Computer Science department. For more information, see the Computer Science and Software Engineering (http://
Photography and Video Minor

Courses consist of a required core and approved electives. Students, working with an advisor, select their area(s) of interest. Admission to the minor is contingent upon a departmental review as specified on the minor curriculum sheet.

Advisor: Sky Bergman or Lana Caplan

ART Courses

ART 101. The Fundamentals of Drawing. 4 units
2020-21 or later catalog: GE Area C1
2019-20 or earlier catalog: GE Area C3
Introduction to the artistic practice and cultural value of drawing from the Renaissance to the 21st Century. Emphasis and expansion of the practical skills of observation, rendering, and understanding the signs of meaning produced in visual art. Development of formal techniques, media experimentation, and content creation through personal expression. Exercises to encourage growth in technical skill, conceptual innovation, critical thinking, and visual communication. 3 lectures, 1 laboratory. Fulfills GE Area C1 (GE Area C3 for students on the 2019-20 or earlier catalogs).

ART 102. Art and Design Foundation Studies I. 4 units
Introduces elements and principles of design, establishing a foundation for all artistic practice. Emphasizing critical thinking and creative problem solving, the interrelationship between form and content are examined. Traditional, digital and lens-based media are explored through individual and collaborative experiences. 3 lectures, 1 laboratory.

ART 103. Art and Design Foundation Studies II. 4 units
Prerequisite: ART 102.
Visual and aesthetic interactions of color, examined through historical and contemporary models. Formal techniques, media experimentation and content creation, explored through individual and collaborative experiences. 3 lectures, 1 laboratory.

ART 104. Art and Design Foundation Studies III. 4 units
Prerequisite: ART 103.
Principles and essential skills for three-dimensional practice in art and design. Understanding, envisioning, and communicating effectively about space, objects, scale, and the relationship of the body to the built environment. 3 lectures, 1 laboratory.

ART 105. Introduction to Art. 4 units
2020-21 or later catalog: GE Area C1
2019-20 or earlier catalog: GE Area C3
Designed to acquaint the non-art major with painting, sculpture, drawing, crafts, architecture and printmaking. Development of vocabulary, analytic skills, and research techniques for the understanding of art objects. 4 lectures. Fulfills GE Area C1 (GE Area C3 for students on the 2019-20 or earlier catalogs).

ART 106. Survey of Western Art. 4 units
2020-21 or later catalog: GE Area C1
2019-20 or earlier catalog: GE Area C3
History of major art movements in western civilization from ancient art to the twentieth century. Representative periods of western culture, such as the ancient world, the Middle Ages, the Renaissance, and the modern world. 4 lectures. Fulfills GE Area C1 (GE Area C3 for students on the 2019-20 or earlier catalogs).

ART 112. Basic Digital Photography. 4 units
2020-21 or later catalog: GE Area C1
2019-20 or earlier catalog: GE Area C3
Introduction to the impact of photography on culture. Digital camera required. 3 lectures, 1 laboratory. Fulfills GE Area C1 (GE Area C3 for students on the 2019-20 or earlier catalogs).

ART 145. Ceramics I. 4 units
2020-21 or later catalog: GE Area C1
2019-20 or earlier catalog: GE Area C3
Introduction to the wide-spread use and cultural importance of ceramics from antiquity to 21st Century. Basic clay working emphasizing historical and contemporary practice and design methods. Exercises encouraging growth in technical skill, conceptual innovation, critical thinking, and visual communication. 3 lectures, 1 laboratory. Fulfills GE Area C1 (GE Area C3 for students on the 2019-20 or earlier catalogs). Formerly ART 245.

ART 148. Beginning Sculpture. 4 units
2020-21 or later catalog: GE Area C1
2019-20 or earlier catalog: GE Area C3
Exploration of three dimensional form through problems in modeling, casting, carving, and techniques of assembly. Historical and contemporary concepts as applied to the discipline of sculptural styles. 3 lectures, 1 laboratory. Fulfills GE Area C1 (GE Area C3 for students on the 2019-20 or earlier catalogs).

ART 182. Foundation in Digital Art I. 4 units
Introduction to image creation and manipulation, design, illustration, and layout/composition using digital tools, with an emphasis on visual problem solving and creative expression. 3 lectures, 1 laboratory.

ART 183. Foundation in Digital Art II. 4 units
Prerequisite: ART 182.
Development of digital skills in image creation, design, illustration, layout, and simple animation. Emphasis on visual problem solving, creative expression, and narrative. 3 lectures, 1 laboratory.
ART 200. Special Problems for Undergraduates. 1-2 units
Prerequisite: Consent of instructor.
Individual investigation, research, studies or surveys of selected problems. Total credit limited to 4 units, with a maximum of 2 units per quarter.

ART 201. Intermediate Drawing. 4 units
Prerequisite: ART 101 and ART 102 or ART 106.
Development of additional drawing techniques with emphasis on form content, pictorial space, B/W media, color, mixed media and composition. 3 lectures, 1 laboratory.

ART 203. Art Theory and Practice. 4 units
Prerequisite: ART 101; and ART 102 or ART 106.
Contemporary issues in art and design, linking 'ideas' to development of concepts. Emphasis on individual creative process, and problem solving. Focus on contemporary critical thinking regarding aesthetics, techniques, and vocabulary. 3 lectures, 1 laboratory.

ART 209. Beginning Painting. 4 units
Prerequisite: ART 101.
Introduction to technical and formal problems in painting. Exploration of pictorial space, light, and color from observation. Physical characteristics of paint, various tools, studio methods, and styles of painting. 3 lectures, 1 laboratory.

ART 211. Art Hist - Ancient to Renaissance. 4 units
Development of art from antiquity to the early stages of the Renaissance in Europe. Particular emphasis on European art with appropriate references to sources from antiquity which have been particularly influential on European painting and sculpture. Comparison of relevant parallel examples of the art of non-European cultures. 4 lectures.

ART 212. Art History - Renaissance through Baroque Eras. 4 units
The significant visual expressions of Northern and Southern European art of the Renaissance and Baroque period. Relevant parallel examples of the art of antiquity and non-European cultures. 4 lectures.

ART 213. Art History- Modern Art, 1900-1945. 4 units
Examines the development of significant styles and movements in modern art, including Fauvism, German Expressionism, Cubism, Futurism, Neo-Plasticism, Russian and Soviet avant-gardes, Dada, Surrealism, and/or American modernism. Also introduces selected modern developments in graphic design and photography. 4 lectures.

ART 222. Black and White Photography. 4 units
Control and understanding of tonal range under available light. Composition, camera based visual communication skills and concept development. Emphasis on 'photographic seeing' and professional quality printing. 2 lectures, 2 laboratories.

ART 224. Introduction to Artificial Lighting for Photography. 4 units
Introduction to studio lighting and contemporary professional studio photography. Production of professional quality prints using digital camera and printing methods. 3 lectures, 1 laboratory.

ART 227. Portrait Photography. 4 units
Prerequisite: ART 224.
Studio and environmental portraiture. Emphasis on light ratios/patterns; posing and methods of personality portrayal. 3 lectures, 1 laboratory.

ART 237. Graphic Design I. 4 units
Prerequisite: ART 104 and ART 183; Art and Design majors only.
Exploration of the technical and conceptual underpinnings of graphic design. Focus on the design process and how raw ideas are translated into professional work. 3 lectures, 1 laboratory.

ART 238. Typography I. 4 units
Prerequisite: ART 104 and ART 183; Art and Design majors only.
Fundamentals of theory, practice, technology and history of typography. Exercises include the study of letterforms, type with image, proportion and grids, hierarchy, and legibility. 3 lectures, 1 laboratory.

ART 260. Critique, Discourse and Practice. 4 units
Prerequisite: ART 101 and ART 104; Art and Design majors only.
Developing an individual body of artwork. Rigorous critiques, lectures, and seminar-style discussions aimed at forming a process for discussing artwork. Art writing, research, and individual conceptual and formal development. 4 lectures.

ART 270. Selected Topics. 1-4 units
Prerequisite: Open to undergraduate students and consent of instructor.
 Directed group study of selected topics. The Class Schedule will list topic selected. Total credit limited to 8 units. 1 to 4 lectures.

ART 288. Interaction Design I. 4 units
Prerequisite: ART 237 and ART 238.
An introduction to concepts, uses and design principles of interactive media. Exploration of methods for planning and implementing interaction design projects. Not open to students with credit in ART 380. 3 lectures, 1 laboratory.

ART 302. Figure Drawing. 4 units
Prerequisite: ART 101.
Development of advanced drawing methods and techniques in the study of the human form and structure as it relates to proportion, anatomical analysis, and figure/ground relationships. Understanding materials, techniques, and ideas in the practice of contemporary figure drawing. 3 lectures, 1 laboratory.

ART 309. Intermediate Painting. 4 units
Prerequisite: ART 209.
Continued study of technical and formal problems in painting. Emphasis on the creative process, development of individual ideas, and the connection between form and content. Contemporary issues in painting introduced. 3 lectures, 1 laboratory.

ART 310. Art History - American Art. 4 units
Prerequisite: ART 112, ART 211, or ART 212.
Major historical periods of American art from the colonial period to the present. Special emphasis will be given to the broader notion of American art as a process of developing an identity of the varied historical and sociological forces that have shaped images in American art. 4 lectures.
ART 311. Art History - Nineteenth Century Art. 4 units
2020-21 or later: Upper-Div GE Area C
2019-20 or earlier catalog: GE Area C4
Prerequisite: Junior standing; completion of GE Area A with grades of C- or better; one course in GE Area B4 with a grade of C- or better (GE Area B1 for students on the 2019-20 or earlier catalogs); and one of the following: ART 111, ART 112, ART 211, or ART 212.

History of painting and sculpture from the French Revolution to the beginning of the 20th century. Focuses on significant movements such as Neo-Classicism, Romanticism, Realism, Impressionism and Post-Impressionism. 4 lectures. Fulfills GE Upper-Division C (GE Area C4 for students on the 2019-20 or earlier catalogs).

ART 313. Design History. 4 units
Prerequisite: One of the following: ART 112, ART 211, ART 212, or ART 213.

Survey of design from the Victorian era to the present, including major philosophies and movements, political, social, cultural, and technological trends that influenced designers in the 20th century. 4 lectures.

ART 314. History of Photography. 4 units
2020-21 or later: Upper-Div GE Area C
2019-20 or earlier catalog: GE Area C4
Prerequisite: Junior standing or Art and Design major; completion of GE Area A with grades of C- or better; one course in GE Area B4 with a grade of C- or better (GE Area B1 for students on the 2019-20 or earlier catalogs); and completion of GE Area C1 (GE Area C3 for students on the 2019-20 or earlier catalogs).

In-depth survey of the artistic and cultural achievements in photography from its invention to the present day. Significant photographers, the evolution of aesthetic criteria in the context of other visual arts as well as social/cultural impact. 4 lectures. Fulfills GE Upper-Division C (GE Area C4 for students on the 2019-20 or earlier catalogs).

ART 315. Art History - Art Since 1945. 4 units
Prerequisite: ART 112 or ART 211 or ART 212 or ART 213; and Junior standing.

History of visual art from 1945 to the present. Focus on significant movements such as Abstract Expressionism, Pop art, minimalism, conceptual art, earthworks, feminism, and postmodernism. Also focus on new mediums such as performance, video, and installation. 4 lectures.

ART 317. Asian Art Survey. 4 units
Prerequisite: One of the following: ART 111, ART 112, ART 211, or ART 212.

Survey of the traditional arts of Asia - primarily India, China and Japan. Emphasis on the connections between the visual arts in Asia and the philosophical, social and cultural environments in which they arose. 4 lectures.

ART 318. Asian Art Topics: National, Religious, and Intellectual Movements. 4 units
2020-21 or later: Upper-Div GE Area C
2019-20 or earlier catalog: GE Area C4
Prerequisite: Junior standing; completion of GE Area A with grades of C- or better; one course in GE Area B4 with a grade of C- or better (GE Area B1 for students on the 2019-20 or earlier catalogs); and completion of GE Area C1 (GE Area C3 for students on the 2019-20 or earlier catalogs).

In-depth examination of significant art movements in Asia. Each topic will focus on the development of art in Asia within the context of a specific geographical or theoretical framework. Details will vary depending on topic. The Class Schedule will list topic selected. Total credit limited to 12 units. 4 lectures. Fulfills GE Upper-Division C (GE Area C4 for students on the 2019-20 or earlier catalogs).

ART 324. Photographic Expression. 4 units
Prerequisite: ART 122 or ART 224. Recommended: ART 222.

Emphasis on personal expression and developing style, introduction to symbology, visual source development and the work of contemporary creative photographers. Total credit limited to 8 units. 3 lectures, 1 laboratory.

ART 325. Advanced Camera and Lighting Techniques. 4 units
Prerequisite: ART 224.

Emphasis on advanced camera and lighting techniques through concept-driven projects. Mastery of multiple photographic and video cameras used in available and artificial lighting situations. 3 lectures, 1 laboratory.

ART 329. Editorial Photography. 4 units
Prerequisite: ART 224.

Creating, lighting and executing editorial assignments on location and in studio. Producing photography and video for the needs of editorial and corporate clients, i.e. print and online publications. Emphasis on creating compelling content and working with clients. 3 lectures, 1 laboratory.

ART 330. Book Arts. 4 units
Numerous traditional book structures and derivations including accordion, pamphlet, stab, and multiple signature construction. Emphasis on both craftsmanship and experimentation. Hands-on experience and a broad historical overview of paper and book arts. 3 lectures, 1 laboratory.

ART 334. Illustration I: Techniques and Tools. 4 units
Prerequisite: ART 101.

Introduction to the basic practices of commercial illustration as used in the visual communications industry. Emphasis on the generation of ideas, rendering techniques and tools, and self marketing methods, with an overview of the history of illustration. 3 lectures, 1 laboratory.

ART 337. Graphic Design II. 4 units
Prerequisite: ART 237 and ART 238; Art and Design majors only.

Exploration of identity design problems through the use of symbolism and metaphor. Design and implementation of corporate logos. 3 lectures, 1 laboratory.
ART 338. Typography II. 4 units  
Prerequisite: ART 238; Art and Design majors only.  
  Exploration of typography in the form of text. Application of different  
typefaces, composition, layout and page systems for the design of  
periodicals and books. 3 lectures, 1 laboratory.

ART 345. Ceramics II. 4 units  
Prerequisite: ART 104 or ART 107; and ART 145, ART 148, or ART 245.  
  Studio course in hand, wheel, mold, extruder, jigger, and press forming  
skills. Design of single and multiple forms and kiln firing procedures.  
Total credit limited to 8 units. 3 lectures, 1 laboratory.

ART 348. Intermediate Sculpture. 4 units  
Prerequisite: ART 104 or ART 107 and ART 148.  
  Intermediate sculpture course in expressive use of form with modeling,  
casting, carving, and/or assembly. Total credit limited to 8 units. 3  
lectures, 1 laboratory.

ART 350. Computing for Interactive Arts Capstone I. 2 units  
Prerequisite: ART 384; CSC/CPE 103 or CSC/CPE 202; and junior  
standing.  
  Definition and specification of a team-based creative collaboration on  
a digital interactive art project (e.g. animation, video game, interactive  
media display, etc). Research and techniques, project planning and  
project team organization, prototype creation. 1 lecture, 1 laboratory.  
Crosslisted as ART/CSC 350.

ART 353. Intermedia / Art. 4 units  
Prerequisite: ART 101; ART 102 or ART 106; and ART 148; or Computing  
for Interactive Arts Minors and ART 182.  
  Studio course emphasizing individual and collaborative creative  
exploration with project content derived from student’s experience. Focus  
on using traditional as well as new genres of artistic expression such as  
site specific installations, video art, book works, and performance art. The  
Class Schedule will list topic selected. Total credit limited to 8 units. 3  
lectures, 1 laboratory.

ART 366. Junior Studio Art Practice. 4 units  
Prerequisite: ART 148, ART 201, ART 260, ART 209 and junior standing.  
  Critiques, lectures, and seminar-style discussions aimed at establishing  
a rigorous creative practice. Includes art writing, research, and individual  
conceptual and formal development. 3 lectures, 1 laboratory.

ART 370. Michelangelo. 4 units  
2020-21 or later: Upper-Div GE Area C  
2019-20 or earlier catalog: GE Area C4  
Prerequisite: Junior standing or Art and Design major; completion of  
GE Area A with grades of C- or better; one course in GE Area B4 with a  
grade of C- or better (GE Area B1 for students on the 2019-20 or earlier  
catalogs); and ART 211, ART 212, or ART 213 for Art and Design majors or  
completion of GE Area C1 for all other majors (GE Area C3 for students on  
the 2019-20 or earlier catalogs).  
  The art and life of Michelangelo (1475-1564), the renowned painter,  
sculptor, architect, and poet, with reference to early biographies, his  
analytical development, and the demands of his patrons. 4 lectures. Fulfills  
GE Upper-Division C (GE Area C4 for students on the 2019-20 or earlier  
catalogs).

ART 371. Topics in Renaissance Art. 4 units  
2020-21 or later: Upper-Div GE Area C  
2019-20 or earlier catalog: GE Area C4  
Prerequisite: Junior standing or Art and Design major; completion of  
GE Area A with grades of C- or better; one course in GE Area B4 with a  
grade of C- or better (GE Area B1 for students on the 2019-20 or earlier  
catalogs); and ART 211, ART 212, or ART 213 for Art and Design majors or  
completion of GE Area C1 for all other majors (GE Area C3 for students on  
the 2019-20 or earlier catalogs).  
  A thematic analysis of Renaissance Art (1300-1600) with special  
attention paid to politics, patronage, myth, religion, and the development  
of new genres and subject matter. The Class Schedule will list topic  
selected. Total credit limited to 12 units. 4 lectures. Fulfills GE Upper-  
Division C (GE Area C4 for students on the 2019-20 or earlier catalogs).

ART 373. New Media Art History. 4 units  
Prerequisite: ART 111 or ART 212 or ART 213.  
  In-depth study of past and contemporary media arts practices. Explores  
different approaches used by media artists in the 20th and 21st centuries  
to examine new media and how the lenses of new technologies are used  
by artists to present knowledge and alter social, cultural and political  
behaviors. 4 lectures.

ART 375. Intersectional Feminist Art Histories. 4 units  
USCP  
Prerequisite: Junior standing; and one of the following: ART 112, ART 212,  
ART 213, or WGS 201.  
  Intersectional feminist exploration of the role of women, gender,  
and sexuality in the visual arts and art history. In-depth focus on  
intersectional feminisms as they impact the study of the visual arts  
and art history. Not open to students with credit in ART 316. 4 lectures.  
Crosslisted as ART/WGS 375. Fulfills USCP.

ART 376. The Art of Mixed Reality. 4 units  
Prerequisite: ART 182 or CSC 123. Recommended: ART 384.  
  Conceptual creation of mixed reality (MR) worlds, visual styles, and  
metaphors. Theory-based view of mixed reality, including design of the  
experience and exploration of the technical challenges and constraints.  
Students research and propose their own MR project. 3 lectures, 1  
laboratory.

ART 383. Digital Video I. 4 units  
Prerequisite: ART 122 or ART 224.  
  Introduction to the use of the DSLR camera as a tool for shooting video  
and basic digital editing including audio editing. Topics will include  
scripting, storyboarding, composition, motion, editing, lighting and sound.  
Emphasis on effective communication and expression. 2 lectures, 2  
laboratories.

ART 384. Digital 3D Modeling and Design. 4 units  
Prerequisite: ART 182.  
  Development of skills and techniques in the use of three-dimensional  
design and modeling via digital technology. Capabilities of current  
software in the design and modeling of three-dimensional form. 2  
lectures, 2 activities.
ART 388. Interaction Design II. 4 units
Prerequisite: ART 288; or Computing for Interactive Arts minor and ART 182.

Design of original and innovative digital products of interaction design in different media, using user-centered design and usability analysis. Design research methods to engage potential users form the beginning to the end of the design process. 3 lectures, 1 laboratory.

ART 400. Special Problems for Advanced Undergraduates. 1-2 units
Prerequisite: Senior standing and consent of instructor.

Individual investigation, research, studies, or surveys of selected problems. Total credit limited to 4 units, with a maximum of 2 units per quarter.

ART 402. Advanced Figure 2D. 4 units
Prerequisite: ART 302.

Advanced problems in figure drawing and painting. Advanced methods and techniques in the study of the human form as it relates to technical and conceptual issues. Includes working from direct observation of the figure and the development of individual content and approaches. Total credit limited to 8 units. 3 lectures, 1 laboratory.

ART 409. Advanced 2-D. 4 units
Prerequisite: ART 201 or ART 309.

Advanced problems in painting and drawing. Emphasis on the creative process from initial concept to the finished work of art. Investigation of traditional, non-traditional and explorative work to encourage development of personal approach. Total credit limited to 8 units. 3 lectures, 1 laboratory.

ART 427. Advertising Photography. 4 units
Prerequisite: ART 325 and senior standing.

Applied principles of design and color to produce a photograph that sells an idea, product, or service. Joint projects with ART 432, Advertising Design. Emphasis on thinking, planning, interpreting, and presenting an idea photographically. 3 lectures, 1 laboratory.

ART 432. Advertising Design. 4 units
Prerequisite: ART 337 and ART 338 and senior standing or consent of instructor.

Development of print advertising from concept to final presentation. Emphasis on art direction, photo direction and copywriting. For Art and Design majors only. Computer applications are required for appropriate problems. 3 lectures, 1 laboratory.

ART 434. Illustration II. 4 units
Prerequisite: ART 209, ART 334, or consent of instructor; for Art and Design majors only.

Advanced development of concepts and illustration techniques and skills, both as analogue and digital, for use in a variety of graphic design applications such as editorial/publication, retail, educational, technical, or advertising purposes. 3 lectures, 1 laboratory.

ART 437. Graphic Design III. 4 units
Prerequisite: ART 337 and ART 338; for Art and Design majors only.

Advanced graphic design. The creation of basic 3-D structures, and the application of graphics in 3-D environments (such as package design and signage). Emphasis on integrative communication activity of all elements including: color, graphics, 3-D forms, typography, and constructions, and includes market research. 3 lectures, 1 laboratory.

ART 438. Typography III. 4 units
Prerequisite: ART 338; for Art and Design majors only.

Advanced exploration of communication and structural aspects of typography. Focus on experimentation and expressively using type to enhance meaning. 3 lectures, 1 laboratory.

ART 439. Type in Motion. 4 units
Prerequisite: ART 438; or Computing for Interactive Arts minor and ART 182.

Sequential organization of typographic information in time and how ideas such as intonation, proximity, pacing, rhythm and progression can influence and shape meaning. Focus on animated typography for a range of applications. 3 lectures, 1 laboratory.

ART 448. Advanced Topics in Sculpture. 4 units
Prerequisite: ART 348.

Studio course specializing in three-dimensional form. Materials include clay, plaster, metal, or wood. Course content will be selected from various topics that are representational, abstraction, non-objective, or conceptual. The Class Schedule will list topic selected. Total credit limited to 8 units; may be in same term. 3 lectures, 1 laboratory.

ART 450. Computing for Interactive Arts Capstone II. 2 units
Prerequisite: ART/CSC 350.

Team-based design, construction and deployment of a collaborative interactive computational art project typically found in the fields of animation, game design, and interactive media. Management of inter-disciplinary teams, documentation, creative development, testing, and assessment. 2 activities. Crosslisted as ART/CSC 450.

ART 463. Senior Portfolio Project. 4 units
Prerequisite: Senior standing and ART 260; Art and Design majors only.

Planning, preparation, and physical production of a portfolio of work for entrance into the professional job market or graduate school. 3 lectures, 1 laboratory.

ART 466. Senior Studio Art Practice. 4 units
Prerequisite: ART 366 and senior standing.

Builds upon content explored in ART 366. Critiques, lectures, and seminar-style discussions aimed at establishing a rigorous creative practice. Art writing, research, and individual conceptual and formal development. 3 lectures, 1 laboratory.

ART 470. Selected Advanced Topics. 1-4 units
Prerequisite: Consent of instructor.

Directed group study of selected topics for advanced students. Open to undergraduate and graduate students. The Class Schedule will list topic selected. Total credit limited to 8 units. 1 to 4 lectures.
ART 471. Selected Advanced Laboratory. 1-4 units
Prerequisite: Consent of instructor.
Directed group laboratory study of selected topics for advanced students. Open to undergraduate and graduate students. The Class Schedule will list topic selected. Total credit limited to 8 units. 1 to 4 laboratories.

ART 474. Collaborative Studio: Storyboarding, Modeling, Animation and Rendering. 4 units
Prerequisite: ART 122 or ART 182. Recommended: ART 384.
A collaborative visualization studio focused on designing a story and building a short animation. Modeling and animation software for design conceptualization and expression, materials, lighting and rendering techniques. Collaboration in teams. Total credit limited to 8 units. 3 lectures, 1 laboratory.

ART 483. Digital Video II. 4 units
Prerequisite: ART 383.
Advanced practices in digital video. Creation of genre-specific narratives using methods in storyboarding, shooting, editing, and sound design. Advanced methods of storytelling, including documentary video, web-based narratives, and fine art video practices. Creation of quality expressive videos. 2 lectures, 2 laboratories.

ART 484. Animation, Video, and Interactive Design. 4 units
Prerequisite: ART 122 or ART 182 or ART 224.
Creation of in-depth animations and interactive presentations. Advanced scripting, storyboarding, video production, and interactive communication techniques. 3 lectures, 1 laboratory.

ART 485. Video Art and Expanded Cinema. 4 units
Prerequisite: Junior standing. Recommended: ART 373 and ART 383.
Historical and contemporary topics in film/video art and expanded cinema, related to media production. Emphasis on personal creative expression using video art and expanded cinema. Produce short video or expanded cinema projects experimenting with themes and techniques presented in class. 3 lectures, 1 laboratory.

ART 488. Interaction Design III. 4 units
Prerequisite: ART 388.
Advanced development of complex systems in the interaction design space and an exploration of emerging technologies. 3 lectures, 1 laboratory.

ART 489. Advanced Interactive Media Art. 4 units
Prerequisite: ART 488.
Advanced topics in the digital media field such as interface design, information architecture techniques, digital typography and interactive storytelling. Survey of new applications of design for the new media, and the development of digital portfolio pieces. 3 lectures, 1 laboratory.

ART 494. Cooperative Education Experience. 6 units
CR/NC
Prerequisite: Sophomore standing and consent of instructor.
Part-time work experience in business, industry, government, and other areas of student career interest. Positions are paid. Formal report and evaluation by work supervisor required. Major credit limited to 12 units; total credit limited to 12 units. Credit/No Credit grading only.