

# APPLIED ART AND DESIGN (AAD)

## AAD 0012. Visual Communication

*Units: 3*

Also known as COMM 12

Hours: 54 lecture

Study of visual communication including design principles, aesthetics, visual perception, non-verbal messages, relationship to verbal communication, audience analysis, mass media and persuasion. Historical overview of visual media as well as current trends and technology. (C-ID JOUR 170) (CSU, UC)

## AAD 0013. History of Graphic Design

*Units: 3*

Hours: 54 lecture

History of graphic design and visual communication, including the sociopolitical and cultural contexts, as well as the artistic and technological characteristics of various movements. It includes modern graphic design movements of the 20th century through the expansive media innovations of current day. (CSU, UC)

## AAD 0028. Independent Study

*Units: 1-3*

Designed for students interested in furthering their knowledge at an independent study level in an area where no specific curriculum offering is currently available. Independent study might include, but is not limited to, research papers, special subject area projects, and research projects. See Independent Study page in catalog. (CSU, UC-with unit limitation)

## AAD 0044. Sketching for Design

*Units: 3*

Hours: 72 (36 lecture, 36 activity)

Introduction to concept sketching techniques for design, illustration, photography and multimedia utilizing a variety of drawing media and creative problem solving concepts. Emphasis on developing visual communication skills for advertising, graphics, illustration, product design, and storyboarding for time-based media. (CSU)

## AAD 0052. Publication Design I

*Units: 3*

Advisory: Completion of AAD 60 or AAD 70 with grade of "C" or better

Hours: 90 (36 lecture, 54 laboratory)

Introductory course in use of computer for page layout and composition. Emphasis on the use of type, image, and layout as key elements in graphic communication. Covers importing text and graphics, layout principles, and producing print-ready artwork for reproduction. (CSU)

## AAD 0053. Publication Design II

*Units: 3*

Prerequisite: Completion of AAD 52 with grade of "C" or better

Advisory: Completion of AAD 70 and AAD 54 with grade of "C" or better

Hours: 72 (36 lecture, 36 activity)

Page layout for developing and producing high-quality multi-page documents. Emphasis on publication design, production, typography, graphics, and pre-press. Includes research and application of effective magazine layout concepts, cover design, grid theory, graphics, text elements and printing standards and processes. (CSU)

## AAD 0054. Typography

*Units: 3*

Advisory: Completion of AAD 70 with grade of "C" or better

Hours: 72 (36 lecture, 36 activity)

A professional and historical approach to understanding typographic principles and form, effects of type on the style and communication in print and screen. Includes study of historical and contemporary graphics and typographic design, conceptualizing, developing and refining typographical forms, methods for analyzing typographic usage, and proper application of type in a variety of print publications, screen environments, and computer generated typed forms. (CSU)

## AAD 0055. Illustration

*Units: 3*

Also known as ART 55

Prerequisite: Completion of AAD 44, 60, 62, 75 or ART 4A with grade of "C" or better

Hours: 72 (36 lecture, 36 activity)

Professional practices of illustration, including concept development, communication of ideas, identification and use of appropriate styles and techniques, time management, pricing and contracts, and presentation of finished artwork. (CSU)

## AAD 0060. Graphic Design I: Principles and Process

*Units: 3*

Advisory: Completion of AAD 44 and/or AAD 70 with grade(s) of "C" or better

Hours: 72 (36 lecture, 36 activity)

This course offers an introduction to graphic design and related fields in the creative industry. Topics include the principles and elements of design, methods for generating effective solutions to design problems using the design process, exploration of a wide variety of materials and techniques used in the industry, as well as the development of impactful presentations that showcase the research, testing, reflection, and refinement processes key to this field of study. (CSU)

## AAD 0061. Graphic Design III: Branding and Production

*Units: 3*

Prerequisite: Completion of AAD 70 with grade of "C" or better, or

completion of AAD 52, AAD 62, and AAD 75 with grade of "C" or better

Advisory: Completion of AAD 60 and AAD 54 with grade of "C" or better

Hours: 90 (27 lecture, 63 activity)

Advanced problem solving skills in graphic design across multiple, conceptually-linked assignments. Use of the computer to design effective graphic solutions and materials for print and screen. Research and analysis of target audiences. Industry standards and procedures for working with art directors and printing service bureaus. (CSU)

## AAD 0062. Digital Illustration

*Units: 3*

Advisory: Completion of AAD 70, AAD 44, or AAD 60 with grade of "C" or better

Hours: 90 (36 lecture, 54 laboratory)

Computer illustration for effective graphic communication. Emphasis on software tools and techniques in creation of graphic illustrations for use in a wide range of media including print, multimedia, and web. Application of design principles, the use of type and layout in combination with illustrations through class projects. Covers importing text and graphics, developing and executing design concepts, and producing print-ready artwork for reproduction using appropriate file formats and standards for integration into other electronic media. (CSU, UC)

**AAD 0070. Graphic Design II: Introduction to Digital Design**

*Units: 3*

Hours: 72 (36 lecture, 36 activity)

Introduction to fundamental concepts, techniques, and creation of art and design on the computer. Includes basic computer skills, photo manipulation, digital illustration, page layout, and preparation of images for print and screen environments. Students develop creative projects using current graphics software. (C-ID ARTS 250) (CSU, UC)

**AAD 0071. Introduction to Digital Painting**

*Units: 3*

Also known as ART 71

Prerequisite: Completion of AAD 44 or ART 4A with grade of "C" or better

Hours: 90 (36 lecture, 54 laboratory)

Introduction to the concepts, tools, and techniques of painting and drawing using creative software. Exploration of traditional artistic techniques in a digital environment. Includes development of skills such as form, color, space, and composition. Development of projects in for both print and screen. (CSU)

**AAD 0073. Digital Art Studio: Concepts and Practices**

*Units: 3*

Also known as ART 73

Advisory: Completion of AAD 70, or AAD 75, or AAD 79 with grade of "C" or better

Hours: 90 (36 lecture, 54 laboratory)

Introduction to the tools, concepts, and processes for digital art creation with an emphasis on experimental animation, multimedia, digital art, and new genres. Topics include the integration of traditional design, color, and compositional principles with contemporary digital tools in an art studio context. (CSU, UC)

**AAD 0075. Introduction to Photoshop**

*Units: 3*

Also known as PHOT 75

Advisory: Completion of AAD 70 with grade of "C" or better

Hours: 72 (36 lecture, 36 activity)

Introduction to the acquisition and computer enhancements of digital images for design and photography. Analysis and critique of images from initial concept to final project creation. Basic scanning, image adjustments, retouching, compositing, and file preparation for printing and other uses. (CSU, UC)

**AAD 0076. Advanced Projects in Photoshop**

*Units: 3*

Also known as PHOT 76

Prerequisite: Completion of PHOT 75 or AAD 75 with grade of "C" or better

Hours: 72 (36 lecture, 36 activity)

Advanced digital project development using Photoshop. Creating original images from a variety of input devices including scanners and digital cameras. Speed building in editing techniques. Integration of other software programs. Evaluations and critiques of completed projects. (CSU)

**AAD 0079. Introduction to Digital Filmmaking and Video Production**

*Units: 3*

Also known as COMM 31A and PHOT 79

Hours: 90 (36 lecture, 54 laboratory)

Use of digital cameras for producing short form video projects. Introduction to principles, techniques and the terminology of video production and digital filmmaking. Guided classroom exercises and projects, including pre-production planning, storytelling, video and audio recording techniques, on-location set-ups and studio set-ups, lighting for filmmaking, and basic video editing and output. (CSU)

**AAD 0082. Intermediate Digital Filmmaking**

*Units: 3*

Prerequisite: Completion of AAD 79/COMM 31A/PHOT 79 with grade of "C" or better

Hours: 90 (36 lecture, 54 laboratory)

Examines the pre-production, production and post-production process of filmmaking at an intermediate level. Students produce advanced digital films that incorporate industry standard pre-production preparation such as script writing, storyboarding, and development of a production book. The production process incorporates sound recording, mixed soundtracks, camera work with an emphasis on visual metaphors, and detailed lighting schemes. Post-production focuses on advanced picture and sound editing techniques along with formatting for distribution. (CSU)

**AAD 0083. Introduction to Three-Dimensional Modeling**

*Units: 3*

Advisory: Completion of AAD 70 and ART 4A with grades of "C" or better

Hours: 108 (27 lecture, 81 laboratory)

This 3D-Modeling course focuses on the concepts of three dimensional computer graphics including how they are used in a variety of industries for both digital media and the physical world. Development of a visual vocabulary for creative expression through lecture presentations. By using industry standard tools and applications, students will complete projects involving modeling, animations, texturing, and lighting. (CSU)

**AAD 0085. Introduction to Web Design**

*Units: 3*

Advisory: Completion of AAD 70 or 75 with grade of "C" or better

Hours: 90 (36 lecture, 36 laboratory, 18 activity)

An introduction to web design, covering topics and strategies necessary for the creation and design of websites. Topics include semantic markup using HyperText Markup Language (HTML); design through the use of Cascading Style Sheets (CSS); human-centered design problems specific to web delivery; the creation and optimization of graphics and images for the web; accessibility; search engine optimization, and current industry standards. (CSU)

**AAD 0086. Intermediate Web Design**

*Units: 3*

Prerequisite: Completion of AAD 85 with grade of "C" or better

Hours: 90 (36 lecture, 54 laboratory)

Intermediate course in front-end web design and development. Current topics will be covered as they relate to user interface design, user experience design, usability principles, and accessibility expectations. Intermediate strategies addressing visual design and brand identity through the combination of layout design, visual assets such as images and graphics, copy and content, typography, and more. Special topics include coverage of industry standards and emerging technologies. (CSU)

**AAD 0087. Content Management Systems for Designers**

*Units: 3*

Prerequisite: Completion of AAD 85 with grade of "C" or better

Advisory: Completion of AAD 86 with grade of "C" or better

Hours: 90 (36 lecture, 54 laboratory)

Intermediate-level course in front-end Web development and design with a focus on development within a CMS environment (Content Management System). Students learn how to install a CMS; work on a local server and hosted server for development; enhance the site functionality with plugins, widgets, and themes; customize the appearance of the site to meet brand identity requirements; manage visitor interactions; and manage updates and security issues. (CSU)

**AAD 0088. History of Filmmaking***Units: 3*

Hours: 54 lecture

Entry level film history course covering the birth of cinema to present-day. Also covers cinema's relationship to new media and digital technology. Students will acquire general knowledge of film language that is the product of its historical and cultural contexts. Historical study begins in Europe and the United States where cinema was first developed and moves across various regions around the world as it relates to cinematic history. (CSU, UC)

**AAD 0089. Documentary Filmmaking***Units: 3*

Also known as PHOT 89

Prerequisite: Completion of AAD 79/COMM 31A/PHOT 79 with grade of "C" or better

Hours: 90 (36 lecture, 54 laboratory)

Examines the principles, techniques and terminology that are specific to documentary filmmaking. Students produce documentary films that incorporate industry standard pre-production preparation such as creating contracts, research, location surveys, and script writing. Major topics include camera operation, capturing b-roll, location sound recording, mixing, editing and formatting for distribution. (CSU, UC)

**AAD 0090. Interaction Design for Web Products***Units: 3*

Prerequisite: Completion of AAD 85 with grade of "C" or better

Hours: 90 (36 lecture, 54 laboratory)

Introduction to Interaction Design for the Web with a focus on User Experience (UX) and User Interface (UI) design. This course covers the use of CSS, HTML, and JavaScript for creating interactive elements and engaging digital products. The use of scripts, animation, and multimedia tools and processes will be covered, as will the use of forms and input elements. Stylistic concerns, content development for a targeted audience, and the digital product design process will be examined. Students create original products focusing on integrating interactivity and animation while applying usability principles. (CSU)

**AAD 0093. Introduction to Motion Graphics***Units: 3*

Prerequisite: Completion of AAD 79/COMM 31A/PHOT 79 with grade of "C" or better

Hours: 90 (36 lecture, 54 laboratory)

Introduction to fundamental concepts, practices, and theories of digital, time based, production. Application of graphic design principles to filmmaking and video production using various forms of animation and visual effects. Exploration of traditional and experimental approaches to creating dynamic visual content for use in video, design and animation. Topics include the integration of text, video, graphics, and sound into short animation pieces as well as components for larger productions. Aesthetic, conceptual and technological considerations discussed and applied. (CSU, UC)

**AAD 0094. Digital Animation***Units: 3*

Prerequisite: Completion of AAD 70, AAD 44, or ART 4A with grade of "C" or better

Advisory: Completion of AAD 79 with grade of "C" or better

Hours: 90 (36 lecture, 54 laboratory)

Digital Animation focuses on animation principles, structure, concept design, project planning, storytelling, as well as industry standard animation tools and techniques. Explores mass media output for animation and their appropriate animation styles and development. (CSU)

**AAD 0095. Internship in Applied Art and Design***Units: 0.5-4*

Designed for advanced students to work in an area related to their educational or occupational goal. Provides new on-the-job technical training under the direction of a worksite supervisor, allowing students to expand knowledge and skills in the chosen field. Mandatory orientation session and faculty approval to determine eligibility. One unit of credit is equal to 54 hours of work. Students may earn up to a total of 16 units in internship courses (any course numbered 95 and PDEV 94). (CSU-with unit limitation)

**AAD 0096. Portfolio Design***Units: 3*

Formerly known as AAD 20

Hours: 72 (36 lecture, 36 activity)

Intended for students nearing program completion and who have determined they will pursue a future as a creative professional. The course covers the development of a professional digital portfolio for emerging creative professionals. Topics include work selection and sequencing, design, and formatting, the integration of written content, as well as portfolio output and distribution. Students will also create professional documents including a résumé, biography, and statement. Professional communication practices and industry expectations will also be covered. (CSU)

**AAD 0097. Business Practices for Creative Professionals***Units: 3*

Formerly known as AAD 66

Hours: 54 lecture

Intended for students nearing program completion and who have determined they will pursue a future as a creative professional. The course covers business skills and best practices for emerging creative professionals, including legal requirements for operating a business, drafting contracts, pricing and billing, copyright protections and completing "work for hire," licensing structures, and methods for building and maintaining professional relationships with clients, industry colleagues, and related business services. (CSU)