

# APPLIED ART AND DESIGN (AAD)

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## **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 0020. Portfolio Development and Presentation**

*Units: 3*

Advisory: Completion of AAD 70, 75, or 85 with grade of "C" or better

Hours: 72 (36 lecture, 36 activity)

Function and use of the portfolio as a marketing device for artists and designers. Styles, materials, resources in portfolio design. Evaluation of professional goals and image building. Students create and present both a print and digital portfolio of their work as a final project. For advanced students. (CSU)

## **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 0030. Photographing Works of Art**

*Units: 0.5*

Also known as PHOT 30

Hours: 13 (7 lecture, 6 laboratory)

Methods and procedures involved in reproducing works of art into digital files, prints, or slides for cataloging, portfolios, or publication. Covers equipment needed for both artificial and natural light situations, camera considerations, proper exposure, and presentation of copy work for both two-dimensional and three-dimensional art. Students must furnish digital or film camera, processing, storage and presentation materials. (CSU)

## **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 0050. Introduction to the Macintosh Computer**

*Units: 0.5*

Hours: 13 (7 lecture, 6 activity)

Introduction to the Macintosh computer hardware and operating system. Basic skills including menu bar, opening and saving files, navigating, mouse and keyboard use. Memory, storage, and resolutions issues. Icons, terminology and common acronyms. Overview of peripherals and software used in art and design. (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. Critical application of basic computer operating principles. Emphasis on publication design and the use of type and layout as key elements in graphic communication. Covers importing text and graphics, arranging publication pages, and producing camera ready artwork for reproduction. (CSU)

## **AAD 0053. Publication Design II**

*Units: 3*

Prerequisite: Completion of one of the following courses with grade of "C" or better: AAD 52, 54 or 62

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*

Prerequisite: Completion of one of the following with grade of "C" or better: AAD 52, 53, 61, 62, or 75

Advisory: Completion of AAD 60 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, proper application of type in a variety of print publications and screen environments, hand drawn and computer generated typed forms. (CSU)

## **AAD 0055. Illustration**

*Units: 3*

Also known as ART 55

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

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: Principles and Process**

*Units: 3*

Advisory: Completion of AAD 44, AAD 70, ART 4A, or ART 6A with grade of "C" or better

Hours: 72 (36 lecture, 36 activity)

Introductory course emphasizing concept development, fundamental principles of design and design solutions. Exploration of materials and techniques for visualizing and presenting ideas, analyzing and critiquing design and combining diverse elements in effective layouts from concept through final critique. (CSU)

**AAD 0061. Graphic Design II: Digital Design and Production**

*Units: 3*

Prerequisite: Completion of one of the following with grade of "C" or better AAD 52, 62, or 75

Advisory: Completion of AAD 60

Hours: 90 (27 lecture, 63 activity)

Advanced problem solving skills in graphic design through projects and critique. Use of the computer to design and produce full color graphics and print materials, including industry standards and procedures for working with art directors, service bureaus, and printers in pre-press operations. (CSU)

**AAD 0062. Graphic Computer Illustration**

*Units: 3*

Advisory: Completion of AAD 60, AAD 70, or ART 4A with a 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 World Wide 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 camera ready artwork for reproduction using appropriate file formats and standards for integration into other electronic media. (CSU, UC)

**AAD 0066. Business Practices for the Applied Arts**

*Units: 3*

Hours: 54 lecture

Introduction to business practices for graphic designers, multimedia and illustration artists and other creative service providers. Initial client contact to final billing process; basic elements of running a small studio; following an Applied Art and Design creative project from inception to completion; discussion of copyright protection; building relationships and contracts with clients and suppliers. (CSU)

**AAD 0070. Introduction to Digital Design**

*Units: 3*

Hours: 72 (36 lecture, 36 activity)

Introduction to fundamental concepts and techniques of art and design on the computer. Includes basic computer skills, digital image capture, image manipulation, drawing, page layout, and preparation of images for print, web or multimedia. 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 drawing and painting on the computer. Exploration of tools, color palettes, brush options, paper textures, effects and manipulation of layers and masks in a digital painting program. Includes integration of off-computer drawing and painting processes and techniques with digital image development. Projects are created in preparation for printing on artist's quality papers, or for use in other digital applications. (CSU)

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

*Units: 3*

Also known as ART 73

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

Advisory: Completion of AAD 70 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, video, mixed media, digital imaging, installation, and new genres. Topics include integration of traditional design, color, and compositional principles with contemporary digital tools in an art studio context. (CSU, UC)

**AAD 0075. Introduction to Digital Imaging**

*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 manipulation of photographs 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 Digital Imaging**

*Units: 3*

Also known as PHOT 76

Advisory: Completion of PHOT 75/AAD 75 and PHOT 60A with grades of "C" or better recommended

Hours: 72 (36 lecture, 36 activity)

Advanced digital project development. Creating original images from a variety of input devices including scanners and digital cameras. Speed building in editing techniques. Use of various output methods appropriate for specific projects. Evaluations and critiques of completed projects. (CSU)

**AAD 0079. Introduction to Digital Filmmaking**

*Units: 3*

Also known as COMM 31A

Hours: 90 (36 lecture, 54 laboratory)

Introduction to principles, techniques and the terminology of video production and post-production. Guided classroom exercises and projects, including pre-production planning, video and audio recording techniques, remote (field) system set-ups and studio set-ups, lighting for single camera video shoots, and basic video editing and output. (CSU)

**AAD 0082. Intermediate Digital Filmmaking**

*Units: 3*

Prerequisite: Completion of AAD 79/COMM 31A 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)

Three-dimensional modeling on the computer including construction of three-dimensional forms, use of surface textures, application of lighting effects, and animation of completed constructions. Students will create original projects including environments, objects, buttons, three-dimensional texts and animations for use in fine art, graphic design, multimedia and the World Wide Web. (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 HTML; cascading style sheets; design issues specific to web delivery; the creation and optimization of graphics and images for the web, including rollovers, banners and buttons; 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. Current topics in website creation covered as they relate to visual design and user interfaces such as strategies for combining layout, graphics, text, typography, and interactivity in fully functioning websites. Special topics include coverage of industry standards and current technologies. (CSU)

**AAD 0090. Interactivity and Animation for the Web***Units: 4*

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

Hours: 108 (54 lecture, 54 laboratory)

Introduction to interactive, multimedia authoring and animation for the Web. Assembly of media elements including digital images, sound, and video into cross-platform projects. Use of multimedia tools, scripts, and animation. Stylistic concerns, content development, and copyright issues studied. Students create original, interactive multimedia projects appropriate for CD and World Wide Web presentation. (CSU)

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

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

Hours: 90 (36 lecture, 54 laboratory)

Introduction to the creation and use of motion graphics. 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 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. Students may earn up to a total of 16 units in internship courses (any course numbered 95 and PDEV 94). (CSU-with unit limitation)