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 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 for cataloging, portfolios, publication and show submissions. 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 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 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 AAD 52, 54 or 62 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
Prerequisite: Completion of AAD 52, 53, 61, 62, or 75 with grade of "C" or better
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, and proper application of type in a variety of print publications, screen environments, hand drawn 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: Principles and Process
Units: 3
Advisory: Completion of AAD 44, AAD 70, ART 2, or ART 4A, 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 AAD 52, 62, or 75 with grade of "C" or better
Advisory: Completion of AAD 60 with grade of "C" or better
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 44, AAD 60, AAD 70, or ART 4A 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 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 the concepts, tools, and techniques of drawing and painting using creative software. Exploration of traditional artistic techniques in a digital environment. Includes development of skills such as building form, creating color, composing subjects and describing space. Development of portfolio-quality projects in both digital form and print. (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
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
Units: 3
Also known as COMM 31A
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, 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 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 HyperText Markup Language (HTML); Cascading Style Sheets (CSS); design issues 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. 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 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 using CMS (Content Management Systems). Students learn how to install a CMS; work on a local server for development; enhance the site functionality with plugins, widgets, and themes; customize the appearance of the site to meet brand 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 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
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 and devices with a focus on User Experience and User Interface design. The use of CSS, HTML and JavaScript for creating interactive elements and animations will be covered. Use of scripts, animation and multimedia tools and processes will be covered, as will the use of forms and inputs. Stylistic concerns, content development and design process will be examined. Students create original websites focusing on integrating interactivity and animation in a meaningful way. (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)
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)
Study of animation structure, concepts, development of storyboard, creation of graphics, use of timeline, and stage. Explores techniques of cell animation, rotoscoping, key framing, camera moves, angles and cuts, lip synch, acquisition, creation and manipulation of sound effects. Projects published for use on the Web, video, film and social media. (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 each 60 hours of non-paid work, or each 75 hours of paid 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)