



Program Description

The Graphic Design degree provides students with the creative, technical and communication skills required in one of today's fastest growing fields. Students in the program will learn to solve visual communication problems through a comprehensive programs of study that incorporates basic design principles, color theory and typography, and advanced production techniques. Since Graphic Design is an aesthetic and technical discipline, students will learn to apply theories and historical research in the creation of visual and written information. Students in the Graphic Design program make use of current technology as an integral part of their visual communication exploration.

Special Features

- All of the full- and part-time faculty in the Graphic Design program have extensive expertise in the field and continue to work in the profession. Field trips and guest instruction add further exposure to professional practice and common methodology in the local design community. Students are involved in national competitions, as well as community and campus design projects. Students are also encouraged to exhibit their work on campus.
- Work experience is highly valued in the field of Graphic Design, and internships, for academic credit, provide students with practical, hands-on experience. Faculty members are instrumental in coordinating a wide range of student internships at highly respected firms and organizations throughout

Faculty

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the region. The following are examples of possible internships for students: advertising agencies, public relations firms, corporate art departments, newspapers, magazines, printing companies, multimedia and informational graphics firms and campus organizations.

- Graphic Design majors form an active group called G.R.I.D.S. (Graphic Resources and Information Design Students). Students participate in monthly meetings and organize workshops, field trips and lectures. These activities increase understanding of and exposure to the Graphic Design field. G.R.I.D.S. also provides a networking system to successfully fulfill course work assignments.
- Located in California's capital city, California State University, Sacramento offers a wealth of cultural, professional and employment opportunities. Graduates from the Graphic Design program at CSUS have secured positions in design and multimedia firms, advertising agencies, and major corporations.

Undergraduate Program

The Graphic Design program at CSUS is one of the most highly sought after programs in Northern California. Due to the large number of applications, the program is now officially impacted. Students wishing to become Graphic Design majors must complete a series of required lower division courses and then must apply for admission to the program. It is highly recommended that interested students speak with a Graphic Design advisor as soon as possible. The application for admission includes:

Career Possibilities

Advertising Designer ■ Brand Designer ■ Broadcast Designer ■ In-house Corporate Designer ■ Identity Designer ■ Information Architect ■ Multimedia Designer ■ Packaging Designer ■ Prepress Technician ■ Print Designer ■ Production Artist ■ Project Manager ■ Publication Designer ■ Signage Designer ■ Type Designer ■ Web Designer

- a GPA review; a minimum GPA of 2.5 in the last 60 units completed is required;
- completion of all required lower division prerequisites with a grade of “C” or better; and
- submission of a portfolio (students must follow requirements for size and quantity).

Before submitting applications and portfolios, students must complete: ART 020A, PHOT 040, GPHD 010, GPHD 025, GPHD 030.

Students should contact the Design Department office for an application package and portfolio requirements.

Requirements ■ Bachelor of Science Degree

Units required for Major: 66

Minimum units required for BS: 120

Courses in parentheses are prerequisites.

A. Required Lower Division Courses (30 units)

- (3) GPHD 005 Introduction to Graphic Design
- (3) GPHD 010* Introduction to Digital Design
- (3) GPHD 020 History of Graphic Design
- (3) GPHD 025* Visual Basics
(ART 020A, ART 020B or ART 060)
- (3) GPHD 030* Visualization (ART 020A, ART 020B, ART 060 or ART 070)
- (3) ART 001A Art in the Western World: From Stone Age to End of Middle Ages **OR**
- ART 001B Art in the Western World: From Renaissance to Present
- (3) INTD 020 Design
- (3) PHOT 040* Basic Techniques of Photography
- (6) Select two of the following:
 - ART 020A* Beginning Drawing
 - ART 020B Intermediate Drawing
(ART 020A or equivalent)
 - ART 060 Two-Dimensional Composition

*These courses or their articulated equivalent must be taken before applying for the Graphic Design major. Students with catalog rights prior to fall 2004 should contact a CSUS Graphic Design advisor to determine acceptable alternatives to GPHD 025 and GPHD 030.

B. Required Upper Division Courses (27 units)*

- (3) GPHD 120 Typography I - Theory (ART 020A, GPHD 010, GPHD 025, GPHD 030, PHOT 040, and acceptance into the major; Corequisite: GPHD 125)
- (3) GPHD 125 Visual Principles I (ART 020A, GPHD 010, GPHD 025, GPHD 030, PHOT 040, and acceptance into the major; Corequisite: GPHD 120)
- (3) GPHD 130 Typography II - Publication and Collateral Design. (GPHD 120, GPHD 125; Corequisite: GPHD 135)
- (3) GPHD 135 Design Production Management (GPHD 120, GPHD 125; Corequisite: GPHD 130)
- (3) GPHD 140 Visual Principles of Publication Design (GPHD 130, GPHD 135; Corequisite: GPHD 145)
- (3) GPHD 145 Visual Principles II - Color and Symbol (GPHD 130, GPHD 135 ; Corequisite: GPHD 140)

- (3) GPHD 150 Design Portfolio (GPHD 140 and GPHD 145; Corequisite: GPHD 155)
- (3) GPHD 155 Corporate Identity and System Design (GPHD 103B, GPHD 113)
- (3) COMS 136 Introduction to Publishing on the World Wide Web (GPHD 101 or COMS 121 with instructor permission)

*A juried portfolio is required for admission to upper division courses.

C. Required Electives (9 units)

Select nine units from the following with advisor approval:

- GPHD 195 Fieldwork in Graphic Design (Upper division status; GPA of 2.5 or above; GPHD 130, GPHD 135; instructor permission)
- GPHD 199 Special Problems
- INTD 124C European Design
- ART 109 20th Century Art
(ART 001B or equivalent)
- ART 110 American Art (ART 001B or equivalent)
- ART 120 Advanced Drawing
(ART 020B or equivalent)
- ART 128 Art and the Artist in the Marketplace
- ART 141 Advanced Silkscreen
(ART 040E or equivalent)
- ART 160 Photography in the Arts (one semester of basic photography or instructor permission)
- ART 162 Alternative Photographic Processes
(PHOT 040 or other basic photography)
- ART 197 Intermediate Electronic Art
(ART 097 or equivalent)
- ART 198 Advanced Electronic Art (ART 197 or equivalent experience)
- COMS 106 Introduction to Digital Media
- COMS 117 Multimedia Communication
- COMS 144 Multimedia Design for the World Wide Web (COMS 020A, COMS 020B and COMS 026, each with a grade of B- or better.)
- PHOT 100 Introduction to Digital Imaging
(PHOT 040)
- PHOT 111 Intermediate Digital Imaging
(PHOT 100)
- PHOT 143A Intermediate Photography, Color
(PHOT 040)
- PHOT 148 Artificial Light Photography (PHOT 141, PHOT 143A, instructor permission)
- THEA 122 Scenography I (THEA 016; THEA 016 may be taken concurrently)
- THEA 123 Scenography II (THEA 122)

Lower Division Courses

GPHD 005. Introduction to Graphic Design. Introduction to the field of Graphic Design. Subjects include career possibilities, current trends, issues and practices in the industry. The basic theory, techniques and practices involved in solving a visual communication problem will also be introduced. 3 units.

GPHD 010. Introduction to Digital Design. Survey course designed to familiarize students with basic understanding of the digital hardware, software, and vocabulary utilized by visual artists from a variety of disciplines. Creative and efficient application of digital tools and techniques. Students will utilize a variety of

applications which may include: page layout, illustration, digital image processing and rendering software. 1 hour of lecture, 4 hours of lab. 3 units.

GPHD 020. History of Graphic Design. Overview of the history of graphic design. Emphasis on symbol, type, and image development, from early pictographs to modern communication design. 3 units.

GPHD 025. Visual Basics. Provides a basic understanding of how visual structures are created and interpreted. Students study the main components of visual structures, become familiar with basic laws of color, and learn the basics of the gestalt principles of visual organization. **Prerequisite:** ART 20A, ART 20B or ART 60. 3 units.

GPHD 030. Visualization. Introduction to the tools, materials, methodologies and hands-on processes of graphic design. The skill of rapid prototyping, through the processes of idea development, thumb nailing, sketching, and mockup, will be covered. Basic concepts in graphic message making will be introduced. A special emphasis will be placed on craftsmanship in this course. **Note:** Majors need to earn a B in this class to progress in the major. **Prerequisite:** ART 020A, ART 020B, ART 060 or ART 070. 3 units.

Upper Division Courses

GPHD 120. Typography I - Theory. Explores the history and perceptual development of type and its application to design principles. Language and technology will be reviewed. Problems will demonstrate theoretical concepts and their application. **Prerequisite:** ART 20A, GPHD 10, GPHD 25, GPHD 30, PHOT 40, and acceptance into the major. **Corequisite:** GPHD 125. 3 units.

GPHD 125. Visual Principles I. Introduction to the language and perception of design. Elements of art and their relationship to the applied art of type, visual organization, and message. Design for advertising, marketing, and business. Ideation, creative thinking methods, thumbnails, storyboarding and presentational techniques. Computer integration with a variety of applications and techniques. **Prerequisite:** ART 20A, GPHD 10, GPHD 25, GPHD 30, PHOT 40, and acceptance into the major. **Corequisite:** GPHD 120. 3 units.

GPHD 130. Typography II. Advanced typography and its relationship with message. Application of typographic principles to a diverse series of graphic design problems utilizing type and image. Computer integration with a variety of applications and techniques. **Prerequisite:** GPHD 120, GPHD 125. **Corequisite:** GPHD 135. 3 units.

GPHD 135. Design Production and Management. Advanced class in graphic design digital production techniques. Orchestration of image editing, vector, and compositing software will be covered, with an emphasis in speed. Students will learn how to efficiently prepare their graphic files for printer output, pre-press and the web. Processes involved in the aforementioned output types, as well as vendor management, will be covered. **Prerequisite:** GPHD 120, GPHD 125. **Corequisite:** GPHD 130. 3 units.

GPHD 140. Visual Principles of Publication Design. Teaches in-depth the guidelines and graphic design concepts needed in publishing. Students combine applied concepts of journalism with theoretical knowledge of publication design. Through lectures, exercises, short papers, and several publication-oriented term projects students concentrate on the content of writing, its organizational forms, and its relationship to newsletters, magazines and publications. **Prerequisite:** GPHD 130, GPHD 135. **Corequisite:** GPHD 145. 3 units.

GPHD 145. Visual Principles II - Color and Symbol. Study in the perception and development of design with color and symbol. Relationships of design, environment, color (additive and subtractive), color language, and its translations to screen and page will be covered. Problems will demonstrate theoretical concepts and how they apply to a visual message. **Prerequisite:** GPHD 130, GPHD 135. **Corequisite:** GPHD 140. 3 units.

GPHD 150. Graphic Design Digital Portfolio. This course is to introduce the concepts and tools used in a digital portfolio production for entry into the practice of design or the advanced study. Exploration and development of the graphic design portfolio and resume in digital and print form. Discussions will cover such topics as networking, interview tips, employment issues, and presentation skills. **Prerequisite:** GPHD 140, GPHD 145. **Corequisite:** GPHD 155. 3 units.

GPHD 155. Corporate Identity and System Design. Applied design and typography. Combines the study of symbol, function and implementation. Investigates design problems from their origin, defining the problem through exploration of various creative solutions, to final design of a symbol applied to various corporate and business collateral. **Prerequisite:** GPHD 140, GPHD 195. **Corequisite:** GPHD 150. 3 units.

GPHD 184A. Multimedia Project Planning and Management. Traces the professional development of a digital media project from concept to completion. Students learn to manage time, money, personnel, software, and hardware to achieve communication objectives. Students work as part of a team to design a strategic plan, write a proposal, prepare a budget, negotiate a contract, and design a project. **Prerequisite:** COMS 117 or COMS 149A and instructor permission. Cross-listed as COMS 184A, only one may be taken for credit. 3 units.

GPHD 184B. Multimedia Project Completion. Second of a two-semester senior project sequence. Students complete the project designed in Communication Studies/Graphic Design 184A. Projects are completed with assistance and feedback from instructor, client, and working professionals. **Prerequisite:** COMS 184A or GPHD 184A and instructor permission. Cross-listed as COMS 184B, only one may be taken for credit. 3 units.

GPHD 195. Fieldwork in Graphic Design. Directed observation and supervised work experience in an approved business, government, or service agency. Internships are offered to increase student understanding of the nature and scope of agency operations and giving students orientation in occupational specialties. Supervision is provided by authorized persons in the cooperating agencies and collaborative supervision is provided by the Graphic Design faculty. Minimum of three hours per week per unit of credit is required. Each student maintains a record of activities and assignments and prepares periodic reports. **Note:** Students must make arrangements with a faculty member for a work program prior to admittance. No more than 6 units of GPHD 195 may be counted toward the major. **Prerequisite:** Upper division status; GPA of 2.5 or above; GPHD 130, GPHD 135; instructor permission. Graded Credit/No Credit. 3 units.

GPHD 199. Special Problems. Individual projects or directed projects open to students who wish to attempt independent work. **Note:** Faculty approval is required. No more than 6 units of GPHD 199 may be counted toward a Graphic Design degree. 1-3 units.