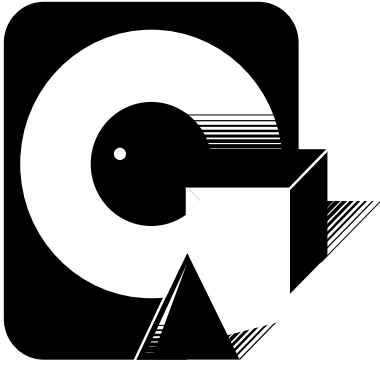




NOTE:

This document is specific to the
2002-2004 printed catalog.



graphic design

BACHELOR OF SCIENCE

PROGRAM DESCRIPTION

The Graphic Design degree is multi-disciplinary and 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 courses in art, communication studies, art history, photography, business, and design fundamentals.

The Graphic Design major offers a comprehensive program of study, which 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.

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

FACULTY

Andrew Anker, *Chair, Department of Design*
Gwen Amos, *Graphic Design Coordinator*
Mario Estioko

Jan Lopez, *Administrative Support Coordinator*
Department of Design, Mariposa Hall 5001, (916) 278-3962;
FAX (916) 278-6116

408 / graphic design

FEATURES

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 coursework 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.

Admission Requirements

Since applications exceed available space in the program, enrollment in all upper division courses is limited. The following are requirements to advance into the upper division course sequence in the Graphic Design program:

- attend orientation,
- have a GPA of 2.0 or above,
- complete all lower division prerequisites with a grade of "C-" or better, and
- arrange a portfolio review with the Graphic Design Coordinator after completion of lower division prerequisites.

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

california state university, sacramento

DEGREE REQUIREMENTS • BS

Units required for Major: 65

Minimum total units required for BS: 120

Courses in parentheses are prerequisites.

Notes:

- A minimum grade of “C-” is required in all lower division prerequisite courses. All prerequisite courses (24 units) must be completed prior to enrollment in the upper division courses.

A. Required Lower Division Courses (24 units)

- (3) GPHD 010 Introduction to Digital Design
- (3) GPHD 020 History of Graphic Design
- (3) ART 001A Art in the Western World: From Stone Age to End of Middle Ages
- (3) 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

B. Required Upper Division Courses (32 units)

- (3) GPHD 100A Visualization
- (3) GPHD 100B Design Production Management
- (3) GPHD 101 Visual Principles I (GPHD 010)
- (3) GPHD 102 Visual Principles II - Color and Symbol (GPHD 101)
- (3) GPHD 103A Typography I: Theory (GPHD 100A, with “B” or better, GPHD 100B, GPHD 101)
- (3) GPHD 103B Typography II (GPHD 102, GPHD 103A)
- (3) GPHD 104 Corporate Identity and System Design (GPHD 103B)
- (3) GPHD 113 Visual Principles of Publication Design (GPHD 101, GPHD 103A)
- (3) COMS 117 Multimedia Communication
- (3) COMS 136 Introduction to Electronic Publishing (GPHD 101, GPHD 103A; or COMS 121 with instructor permission)
- (2) INTD 129 Design Portfolio (GPHD 103B, may be taken concurrently)

C. Required Electives (9 units)

- (9) Select nine units from the following with advisor approval:
 - GPHD 184A Multimedia Project Planning and Management (COMS 117 or COMS 149A and instructor permission)
 - GPHD 184B Multimedia Project Completion (COMS 184A or GPHD 184A and instructor permission)
 - GPHD 195 Fieldwork in Graphic Design (Upper division status; GPA of 2.5 or above; GPHD 101, GPHD 102, GPHD 103A; instructor permission)
 - GPHD 199 Special Problems
 - ART 197 Computer Art
 - COMS 106 Introduction to Digital Media
 - PHOT 100 Introduction to Digital Imaging (PHOT 040)

LOWER DIVISION COURSES

GPHD 010. Introduction to Digital Design. A 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.

UPPER DIVISION COURSES

GPHD 100A. 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.

GPHD 100B. 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 010. 3 units.

GPHD 101. 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:** GPHD 010. **Corequisite:** GPHD 102 OR GPHD 103A, but not both. 3 units.

GPHD 102. 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 101. **Corequisite:** GPHD 101 or 103A, but not both. 3 units.

GPHD 103A. 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:** GPHD 100A, with “B” or better, GPHD 100B, GPHD 101. **Corequisite:** GPHD 101 or GPHD 102, but not both. 3 units.

GPHD 103B. Typography II - Publication and Collateral Design. 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 102, GPHD 103A. 3 units.

GPHD 104. 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 103B. 3 units.

GPHD 113. 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 101, GPHD 103A. 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. The 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 101, GPHD 102, GPHD 103A; 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.