

# ART: GRAPHIC DESIGN AND ILLUSTRATION (ARTC)

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## ARTC 100 Fundamentals of Graphic Design

**3 Units** (Degree Applicable, CSU, C-ID #: ARTS 250)

Lecture: 36 Lab: 71

Advisory: ARTD 15A and ARTD 20

Fundamentals of graphic design for the commercial art industry. Technology, creativity, design, and production. Adobe Photoshop to produce effective commercial art.

## ARTC 120 Print Design and Advertising

**3 Units** (Degree Applicable, CSU)

Lecture: 36 Lab: 71

Prerequisite: ARTC 100

Corequisite: ARTD 20 (May be taken previously)

Theories, concepts, and skills for the design and layout of printed commercial art. Covers typical printed products including advertisements, flyers, brochures, posters, books, and catalogs. Focuses on using Adobe InDesign with additional exposure to Adobe Photoshop and Adobe Illustrator.

## ARTC 140 Vector Design and Illustration

**3 Units** (Degree Applicable)

Lecture: 36 Lab: 71

Prerequisite: ARTC 100

Corequisite: ARTD 20 (may have been taken previously)

Theories, concepts, and skills for the design and illustration of vector commercial art. Students design and produce vector illustration projects including characters, products, posters, and info graphics. Adobe Illustrator is the primary development tool.

## ARTC 160 Typography

**3 Units** (Degree Applicable, CSU, UC)

Lecture: 36 Lab: 71

Prerequisite: ARTC 100

Corequisite: ARTD 20 (may have been taken previously)

Design and use of basic letterforms, type families, characteristics, history, and principles of typography in graphic design. Traditional and digital skills for the art of typeface design, typographic layout, expressive typography, and conceptual thinking.

## ARTC 163 Dynamic Sketching

**3 Units** (Degree Applicable, CSU)

Lecture: 36 Lab: 71

Prerequisite: ANIM 104 or ARTD 15A

Tools to conceptualize, communicate, and express creative ideas dynamically through the art of sketching. Emphasis on problem solving through the sketching process for illustrators, animators, entertainment designers, and fine artists. Off-campus meetings required.

## ARTC 165 Illustration

**3 Units** (Degree Applicable, CSU)

Lecture: 36 Lab: 71

Prerequisite: ARTD 15A or ANIM 104

Corequisite: ARTD 20 or ARTD 21 or ARTD 17A or ANIM 101A (any of which may have been taken previously)

## ARTC 167 Visual Development

**3 Units** (Degree Applicable, CSU)

Lecture: 36 Lab: 71

Prerequisite: ARTC 163 or (ANIM 101A and ARTD 16)

Development of conceptual designs for illustration in video games, film, animation, and comic books, using composition, shape, value, and color as visual tools for storytelling. Students cannot receive credit for both ARTC 167 and ANIM 167.

## ARTC 169 Contemporary Illustration

**3 Units** (Degree Applicable)

Lecture: 36 Lab: 71

Prerequisite: ARTD 15A and (ARTD 25A or ARTC 165)

Advisory: ANIM 101A

Development of visual concepts to create unique and provocative illustrations based on social, cultural, and political issues. Exploration of personal style and media with emphasis on contemporary art trends.

## ARTC 200 Web Design

**3 Units** (Degree Applicable, CSU)

Lecture: 36 Lab: 71

Prerequisite: ARTC 100

Corequisite: ARTD 20 (may have been taken previously)

Theories, concepts, and skills for the design and production of websites. Covers user interface (UI) design, user experience (UX) design, wireframing and prototyping, interactivity, multi-media integration, hypertext markup language (HTML), cascading style sheet (CSS), and JavaScript.

## ARTC 210 Corporate Identity and Branding

**3 Units** (Degree Applicable)

Lecture: 36 Lab: 71

Prerequisite: ARTC 140 and ARTC 160

Creative techniques, design theory, and process methods for developing effective logos, corporate identity systems, and brands.

## ARTC 220 Creative Design and Compositing

**3 Units** (Degree Applicable)

Lecture: 36 Lab: 71

Prerequisite: ARTC 100 and ARTD 20

Advisory: ARTC 140

Advanced creative and compositing skills for graphic designers. Covers advanced photo editing and photo retouching techniques for the development of photo illustrations, editorial compositions, advertisements, and other commercial art.

## ARTC 230 Web Design II

**3 Units** (Not Degree Applicable)

Lecture: 36 Lab: 71

Prerequisite: ARTC 200

Intermediate level design, usability, production, and marketing of websites, mobile sites, and mobile apps.

**ARTC 272 Motion Graphics, Compositing and Visual Effects**

**3 Units** (Degree Applicable, CSU, UC)

Lecture: 36 Lab: 71

Prerequisite: ARTC 100 or ANIM 100

Elements of motion graphics, motion art, and visual effects including design, animation, character art, typography, compositing, and editing in a production environment (i.e. TV, film, DVD, or web). Focuses on using Adobe After Effects and other industry standard software. ANIM 172 and ARTC 272 cannot both be taken for credit.

**ARTC 290 Portfolio**

**3 Units** (Degree Applicable, CSU)

Lecture: 36 Lab: 71

Prerequisite: Completion of a minimum of 15 semester units in one of the following programs: Graphic Design, Illustration, Animation and Gaming, or Photography.

Selection, preparation, and assembly of a portfolio, book, or package of works of art, including digital and multimedia formats, that represent individual interests and strengths of students from the visual arts disciplines for use in entering a four-year institution, professional art school, or professional field of choice. Also includes cover letter and resume preparation. The instructor will verify that the prerequisite has been met.

**ARTC 299 Work Experience in Graphic Design**

**1-3 Units** (Not Degree Applicable)

(May be taken for Pass/No Pass only)

Lab: 60-225

Prerequisite: Compliance with Work Experience regulations as designated in the College Catalog

Advisory: ARTD 20 and PHOT 58 and ARTC 100 and ARTC 120 and ARTC 140 and ARTC 160 (Graphic Design - Level 1 Certificate)

Work experience in graphic design, web design, media design, advertising design, illustration or other graphic design related field in an approved work site. A minimum of 75 paid clock hours or 60 non-paid clock hours per semester is required for each unit of credit. It is recommended that the hours per week are equally distributed throughout the semester.