

COMMUNICATION DESIGN

Career Advisement Sheet

Course Descriptions: Lower Division Courses

Lower Division Course	Description	Preparatory	Prerequisite	Corequisite	Software
ART 124A. Drawing I (3)	Introduction to basic drawing experiences.	-	-	-	N/A
ART 140. Beginning Two-Dimensional Design (3)	Introduction to the elements and principles of 2-dimensional design.	-	-	-	N/A
ART 141. Beginning Three-Dimensional Design (3)	Study of the elements and principles of 3-dimensional design.	-	-	-	N/A
ART 110. World Arts: The Western Tradition (3)	Survey of the visual arts of the Western cultural tradition from ancient to modern times emphasizing historical, religious and sociocultural contexts.	-	-	-	N/A
ART 112. World Arts: Africa, Oceania and the Americas (3)	Survey of the visual arts of Africa, Oceania and the Americas emphasizing historical, religious and sociocultural contexts.	-	-	-	N/A
ART 114. World Arts: Asia (3)	Survey of the visual arts of India, China, Japan, Korea and Southeast Asia, emphasizing historical, religious and sociocultural contexts.	-	-	-	N/A
ART 200. Art, Media and Visualization (3)	Practical study of the way art, technology and theories in visual representation shape contemporary visual practice.	-	-	-	Illustrator, Photoshop, InDesign
ART 201. Introduction to Web Art (3)	This course is an introduction to web art and design.	-	-	-	Illustrator, Photoshop, InDesign
ART 243. Introduction to Typography (3)	History, theory and practice of letter forms and typography.	-	ART 140	ART 200	N/A
ART 244. Graphic Design I (3)	Introductory survey to the professional field of advertising and graphic design.	-	-	-	Illustrator, Photoshop, InDesign

Course Descriptions: Upper Division Courses

Upper Division Course	Description	Preparatory	Prerequisite	Corequisite	Software
ART 301. Web Design (3)	Introduction to principles and techniques for visual and information design for websites.	ART 201 or ART 244	-	-	Adobe XD, Sublime Text, CyberDuck, Bluehost, Illustrator
ART 306. Motion Graphics (3-3)	Introduction to motion graphics.	-	-	-	After Effects, Illustrator, Photoshop
ART 307. Core Art Studio (3)	The focus is on studio exploration of technology in art and its relationship to contemporary art practice and theory.	-	-	-	N/A
ART 341. Graphic Design Production (3)	In-depth review of color separations, ink, paper and current trends in print production as well as digital reproduction and multimedia.	-	ART 200 ART 244	-	Illustrator, Photoshop, InDesign
ART 343. Advanced Typography (3-3)	Theory and practice of letter forms and typography.	-	ART 243 ART 244	-	Illustrator, Photoshop, InDesign
ART 344. Graphic Design II (3-3)	Introduction to intermediate skills and conceptual problems of the field.	-	ART 243 ART 244	ART 200	Illustrator, Photoshop, InDesign
ART 345. Design for Entertainment Advertising (3)	This course concentrates on the theory and practice of advertising design for the entertainment industry.	ART 343	ART 344	-	Illustrator, Photoshop
ART 354. Computer Graphics (3-3)	Application and principles of computer graphics as a creative technological medium.	-	For Art majors: ART 200, ART 244. Non-art majors: Consult department for equivalency.	-	Illustrator, Photoshop, After Effects
ART 358. User Experience and User Interface Design (3)	Focuses on theory and design of user experience and user interfaces for interactive products.	-	ART 244	-	Figma, Invision, Google Slides
ART 389CS. Impact Design (3-3)	Through community-based projects design teams develop skills in design methodology for visual communication: identifying problems, design research, ideation, and implementation.	-	ART 243 ART 244	ART 344 or permission from instructor	Illustrator, Photoshop, InDesign, Adobe XD
ART 405. Advanced Web Design (3)	Advanced techniques in current computer web applications, interaction/motion web design and programming tools.	ART 354	ART 301	-	Figma, Invision, Google Slides

Course Descriptions: Upper Division Courses

Upper Division Course	Description	Preparatory	Prerequisite	Corequisite	Software
ART 444. Graphic Design III (3-3)	Advanced and complex problem-solving consistent with those of graphic designers in the field.	-	ART 344	-	Illustrator, Photoshop, InDesign
ART 446. Packaging Design (3-3)	Designing for product containers, identification graphics, product line packaging and related displays.	-	ART 344	-	Illustrator, Photoshop, InDesign
ART 458. Graphics Seminar (3-3)	Students develop and apply solutions to business-related problems faced in the design profession, such as incorporating team concepts, building professional relationships and refining communication skills.	-	ART 344, Six additional units of upper division graphic design; Senior standing.	-	Illustrator, Photoshop, InDesign, Google Slides
ART 494. Internship in Arts (3-3)	Academic Internship course.	-	Senior or Graduate standing; Portfolio review	-	Illustrator, Photoshop, InDesign, Google Slides
ART 491. Design Strategy for Effective Branding (3)	This advanced course focuses on literacy, theory, strategy and practice in communicating and developing brand identity and brand strategy.	-	ART 344	-	Illustrator, Photoshop, InDesign, Google Slides
ART 496A-Z. Experimental Topics Courses in Art (1-3)	Experimental courses in Art with course content to be determined.	-	-	-	N/A
ART 461. History of Graphic Arts (3)	Emphasizes the study of graphic design and its impact on society from the 19th to 21st centuries.	-	-	-	N/A
ART 318. Survey of 19th and 20th Century Arts (3)	A survey of major movements in 19th- and 20th-century art and art theory with reference to social, political, economic and ideological contexts.	-	ART 110 or ART 112 or ART 114	-	N/A
ART 448. History of Contemporary Art (3)	Deals with American and European art from the mid-20th century to the present.	-	ART 110 or ART 112 or ART 114	-	N/A

COMMUNICATION DESIGN AREA | Career Advisement

Use the below advisement sheet to help guide your career journey. We recommend you meet with a Communication Design area faculty member and discuss your plan. Faculty will help you to select an area within Communication Design that may best fit your needs. We also recommend you do some research on what Brand Design, Entertainment Advertising, and Interaction offer as a career choice by visiting the business(es) listed at the end of each of the columns. Each column represents a list of courses you should consider when planning your academic goals.

You will need to substitute Art 307 with any of the CD area Upper Division Courses. You should replace Art 438 with Art 458. Art 307 and Art 438/L can be substituted with Communication Design Area Advisement. Please refer to your CD area faculty if you need additional information.

Brand Design & Strategy

Design Specialization

Environmental Design + Signage	Type & Lettering Design
Information Design	Packaging Design
Corporate Design	Creative Strategy
Editorial/Book Design	Marketing Design
	Brand Identity

Classes to take for Brand Design & Strategy - Upper Division - 18+ units

Art 301	Art 344	Art 405	Art 458
Art 306	Art 358	Art 444	Art 494
Art 343	Art 389	Art 446	Art 491

Lower Division Core Required - 5 (15 Units)

Foundation - 3 (9 Units)

Art 124A Drawing I
 Art 140 Beginning Drawing 2D Design*
 Art 141 Beginning 3D Design*

Art History Courses - 2 (6 Units) - Select 2 below:

Art 110 World Arts: The Western Traditions
 Art 112 World Arts: Africa, Oceania and the Americas
 Art 114 World Arts: Asia

*Substitute Art 307 with any upper division elective in Communication Design

Entertainment Advertising Design

Design Specialization

Motion Picture Titling Design	News Media
Entertainment Design	Broadcast Design
Television Commercial Design	Home Entertainment
Interactive Media Advertising	Streaming Media
Advertising Consumer Products	Social Media

Classes to take for Entertainment Advertising - Upper Division - 18+ units

Art 301	Art 343	Art 358	Art 446	Art 494
Art 306	Art 344	Art 405	Art 458	Art 491
Art 341	Art 345	Art 444	Art 496	

Lower Division Courses - 3 (9 Units) - Select 3 from below:

Art 200 Introduction to Visual Technology
 Art 201 Introduction to Web Design*
 Art 243 Introduction to Typography*
 Art 244 Graphic Design I*

Upper Division Core Required - 4 (12 Units)

Art 307 Core Art Studio*	select one art history class from below:
<small>(Substitute Art 307 for one Upper Division Class)</small>	Art 318 Survey of 19th & 20th Century Arts
Art 458 Graphics Seminar+	Art 448 History of Contemporary Art
Art 461 History of Graphic Art	

+Replaces Art 438 Senior Projects and Lab

Interaction & Experience Design

Design Specialization

User Experience Design	Interaction Design
User Interface Design	Data Visualization
Digital Game Design	Exhibition Design
Web Design	Product Design

Classes to take for Interaction & Experience Design - Upper Division - 18+ units

Art 301	Art 344	Art 444	Art 491
Art 341	Art 358	Art 458	
Art 343	Art 405	Art 494	

Upper Division Electives - 7 (21 Units)

Art 301 Web Design	Art 389 Impact Design^
Art 306 Motion Graphics^	Art 405 Adv Web Design
Art 343 Advanced Typography^	Art 444 Graphic Design III^
Art 341 Graphic Design Production	Art 458 Graphics Seminar^
Art 344 Graphic Design II^	Art 446 Packaging Design^
Art 345 Entertainment Design	Art 491 Design Strategy
Art 354 Computer Graphics^	Art 494 Internship in the Arts^
Art 358 UX/UI Design	

^Can be taken twice for credit

POSSIBLE COMPANIES AND ORGANIZATIONS FOR INTERNSHIPS AND/OR EMPLOYMENT ACCORDING TO SPECIALIZATION

Brand Design & Strategy

Hamagami/Carroll	Human	DuPuis
Farm Design	Hello Design	RPA
Chase Design	Hunt Design	KBDA
72andSunny	A Hundred Years	Frog Design

Entertainment Advertising Design

BLT	Ayzenburg	Blind	Eclipse
Midnight Oil	And Company	Prologue	Amp Agency
Trailer Park	Bond	Refinery	Leroy & Rose
Imaginary Forces	Arsonal	Petrol	

Interaction & Experience Design

Clay	IDEO	HUGE
Praxent	Disney Interactive	CBS Interactive
UX Studio	Hulu	New Think
Deutsch	Yahoo	Google



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