

MFA DESIGN CONCENTRATION SCHEME

FIRST SEMESTER

<i>COURSE #</i>	<i>COURSE NAME</i>	<i>CR</i>
ARTG 249	Typography	3 units
ARTG 251	Design for Advertising I	3 units
ARHI	Art History Elective	3 units
ARTG	Studio Elective	3 units
ARTG 300	Thesis I	<u>3 units</u>
		15 units

SECOND SEMESTER

<i>COURSE #</i>	<i>COURSE NAME</i>	<i>CR</i>
ARTG 253	Design Workshop	3 units
ARTG 256	Design Seminar	3 units
ARHI	Art History Elective	
ARTG	Studio Elective	3 units
ARTG 301	Thesis II	<u>3 units</u>
		15 units

THIRD SEMESTER

<i>COURSE #</i>	<i>COURSE NAME</i>	<i>CR</i>
ARTG	Studio Elective	3 units
ARTG 306	Magazine and News Design I	3 units
ARTG 257	Internship/Apprenticeship in Design	3 units
ARHI	Art History Elective	3 units
ARTG 302	Thesis III	<u>3 units</u>
		15 units

FOURTH SEMESTER

<i>COURSE #</i>	<i>COURSE NAME</i>	<i>CR</i>
ARTG 252	Design for Advertising II	3 units
ARTG 255	Problems in Illustration	3 units
ARHI	Art History Elective	3 units
ARTG	Studio Elective	3 units
ARTG 303	Thesis IV	<u>3 units</u>
		15 units

COURSE DESCRIPTIONS: Design

ARTG 245. Social Design I. 3 units. Analyzes historical precedents for design in institution building and for educational purposes, including design approaches to social phenomena.

ARTG 246. Social Design II. 3 units. Continuation of ARTG 250 and group criticism.

ARTG 247. Visual Communications I. 3 units. Exploration of various areas of visual communication, including theoretical aspects of the work and development of studio techniques in a systematic approach to design problem-solving process.

ARTB-248. Visual Communications II. 3 units. A systematic and conceptual approach to a total solution of a multifaceted design project that comprises all the elements and concepts of graphic design.

ARTG 249. Typography I. 3 units. History, design, and execution of fundamental style, compiling and copyfitting

ARTG 250. Typography II. 3 units. Deals with procedures in type specification and mechanical printing methods. The student is familiarized with uses of various type styles and letter forms so that typographic solutions to design problems can communicate more effectively.

ARTG 251. Design for Advertising I. 3 units. Treats the aesthetics and techniques of advertising design in an agency situation. The student explores advertising layout, advanced problems in illustration, advertising art, magazine covers, and display. Students carry problems from concept to conclusion.

ARTG 252. Design for Advertising II. 3 units. Involves studio design problems with emphasis on the development of ideas and the ability to communicate them effectively. Color, form, theory, inter-related with the psychology of visual perception. The grid system, figure and ground relationship, typography and symbolism.

ARTG 253. Design Workshop. 3 units. Through workshop format the student presents independent problem/project in design with tutorial and group criticism.

ARTG 254. Illustration. 3 units. Analysis of principles of illustration with emphasis on theories of commercial and fine art illustration. May be repeated for credit. Prerequisites: Approval of faculty.

ARTG 255. Problems in Illustration. 3 units. Continuation of ARTG 259.

ARTG 256. Graphic Design Seminar. 3 units. An overview of visual communications, and related fields. Reviews the history of graphic design and illustration with emphasis on the works of noted American and European designers and their influence and impact on the field of graphic design.

ARTG 257. Internship/Apprenticeship. 3-6 units. A selected number of students may be placed in an internship in order to receive professional experience before completing their graduate studies.