GRAPHIC DESIGN
<u>Course Descriptions</u>

Graphic Design Major
REQUIRED COURSES:

Graphic Design I (fall)
GDES200 — 3 credits
Graphic Design I is an introduction to the mechanics (technique), histories, culture and methodologies (practice and process) used by graphic designers in visual communication. Through exercises and projects, you will develop a process of articulating ideas, research, concept generation, experimentation, form-making, and craft skills. The coursework will oscillate between technique and culture throughout the semester, working incrementally from basic form-making to complex meaning and composition.

Graphic Design II (spring)
GDES201 — 3 credits
Graphic Design II is a continuation of Graphic Design I, exploring visual communication histories, theories, and methodologies commonly used by contemporary graphic design practitioners. Through exercises and projects emphasizing type + image integration and visual + cultural literacy, you will further develop a process that involves visual research, concept generating, form-making, and craft skills. The coursework will expand and extend the knowledge base of Graphic Design 1, focusing on semiotics, multi-page publications, digital media and motion-based applications. *Prerequisite: GRDS200 Graphic Design I preferred*

Graphic Design III (fall)
GDES300— 3 credits
Graphic Design III is an increasingly sophisticated examination of design and its applications. Students broaden their understanding of effective design as a visual language in print and screen-based media. Assignments focus on form-making and problem-solving for specific audiences, using research, prototyping, testing, iteration, and developing proposals. The course builds on the skills learned in Graphic Design 1 and 2, preparing students to practice professionally in the 21 century. *Prerequisite: GRDS201 Graphic Design II or approval of Chair*

Graphic Design IV (spring)
GDES301— 3 credits
Graphic Design IV expands and builds upon the previous course by focusing on experimentation with form and media and building increasingly complex visual systems and narratives. Students cultivate their interests via research and begin developing their working methods, emphasizing presentation skills, iteration, articulation, and refinement. Throughout the course, students develop visual narratives and apply them to print and screen-based media, including 2d, 3d, 4d, using analog and digital methods. *Prerequisite: GRDS300 Graphic Design III*

Visiting Artist and Field Studies
GDIL310 — 2 credits
Visiting Artist and Field Studies offers a variety of opportunities for students to connect with each other, with faculty, and with the countless cultural opportunities available in greater Los Angeles. Each semester, the series includes in-person and on-line lectures and workshops, as well as opportunities to explore cultural institutions and events in Los Angeles and beyond. This course is a place where students

are exposed to new practices, techniques, conversations, and ideas, as well as to a wealth of local off-campus resources. May be repeated for credit.

Typography I
GDES220 — 3 credits
Typography I introduces the mechanics (technique) and concepts (culture) of typographic applications. Throughout the semester's coursework, the class will oscillate between learning basic typesetting techniques and reading about and discussing the cultural conversations that typography can be part of. The coursework evolves incrementally: beginning with single letterforms and sentences to paragraphs and complex typographic applications.

Typography II
GDES221 — 3 credits
Typography II is a continuation of Typography 1, extending the typographic palette beyond form and composition to focus on the detail in typography—letter-spacing, typesetting, typographic history, type systems, typeface familiarity, complex layout, grid structures, and multi-page applications. You will work on assignments with rigorous parameters, increasing in complexity throughout the semester. You will develop and refine your typographic sensibility and design process.
Prerequisite: GDES220 Typography I preferred

Typography III
GDES320 — 3 credits
Publication focuses on building content-driven typographic systems and structures, and under-standing their relationship to content, concept, and narrative. Students will curate, design, and produce a typographic book. Heavy emphasis will be placed on typographic detailing and refinement (typographic craft), in addition to the advanced, systematic application of the modular grid. Students will also be expected expand their visual literacy with respect to both contemporary and historical publication typography through continued visual research. *Prerequisite: GDES221 Typography II or approval by Chair*

Typography IV
GDES321 — 3 credits
Type on screen and beyond. This course is an expansion of typographic fundamentals from Type 1–3 (hierarchy, composition, system, structure, sequence/pacing) to new contexts and mediums. Although projects are more self-directed and outcomes are more open-ended, assessment of work is still based on functionality, legibility in context, visual interest, and typographic craft regardless of medium, scale, or format. The projects emphasize a dialogue between classroom work and the larger cultural and historical context. There is no programming requirement for this class. Even if students know how to program or write code, they should not plan to program any of their projects. The focus of this class is the design of project(s). They will be expected to present their screen-based work in an organized way that clearly demonstrates the hierarchies, formal palette, and functionality of their project. This can take the form of an interactive PDF, a video, a slideshow, or any other appropriate format. *Prerequisite: GRDS320 Typography III*

Systems and Identity
GDES453— 3 credits
In this course, students explore the past, present, and future of visual identity, branding, and systems design. The course asks whether a static mark can truly represent an organization in our hyper-connected global world. The work produced in the course focuses on *identity* as a *system* (typography, voice, color, application, etc…) of interrelated parts derived from a research-driven, conceptual premise.

In seeking more nuanced approaches, students will create a distinctive visual identity system through a structured, yet experimental process. They will work through iterations and build an expansive visual language that moves beyond traditional branding applications. While developing these applied skills, students will begin to think about these practices critically from socio-political contexts as well as potentially through speculative investigations and world-building. *Class Level Eligibility: Must be at Senior Level Standing*

Visual Language
GDES459 —3 credits
This course allows students to investigate and deconstruct visual languages in history and culture while also creating their own visual language through a semester-long project based on their own personal interest. The studio class is self-directed, providing a vehicle for rigorous design research, the development of an individual process, and refinement of their craft and formal skills across a variety of media. *Prerequisite: GRDS300 Graphic Design IV*

Professional Practice
GDIL354—3 credits
This course prepares students to enter the expansive and ever-changing world of professional Illustration. Students leave the class knowing how to create their persoanl narrative, visual identity, competitive portfolio, interview and set career goals. Students will have completed a professional website, resume, business card, letterhead, cover letter, invoice, promotional leave-behind, and a product available for sale in a real-world marketplace. Students develop and improve interview and networking techniques vital to engaging in the professional world. At the end of this class students will be able to locate, research, and secure internships and employment that aligns with their interests, ambitions, and professional goals. *Prerequisite: ILUS201 Illustration II or approval of the Chair*

Senior Project/Seminar (spring)
GDES440— 3 credits
In Senior Project/Seminar, students explore conceptual, theoretical, and experimental communications problems in graphic design, offering them the opportunity to integrate their personal vision with professional goals into a semester-long project. The course schedule is self-driven—each student is expected to define the goals, milestones, and schedule of their project. Weekly lectures, demonstrations, and workshops supplement the coursework and expand/expose students to a variety of technical and critical approaches defining a well-rounded contemporary practice. The result is a well-researched, thoroughly executed project representative of the culmination of education up to this point. *Prerequisite: GRDS301 Graphic Design IV Course Fee: $100*

Entrepreneur 101
GDIL410 —3 credits
An intensive introduction to all facets of running a business—marketing, promotion, developing a client base, pricing, legal, ethical, financial aspects, mindset, networking, interviewing. Students will learn best practices from: creative agencies, creative directors, Otis Alumna, clients, an accountant, an attorney, business coach and recruiters. This course teaches students how to plan, establish, and sustain a meaningful studio, office, and/or agency. It also provides tools and insights for sustaining winning strategies and securing FT work within an organization - integrating with career services, job fairs and recruitment opportunities. *Eligibility: senior level standing. Must be at senior level standing.*

Environmental Graphics
GDES 381 — 3 credits

Students are introduced to site-specific three-dimensional design systems, signage and applications for buildings, events, exhibits, and other spatial environments. Projects expand the students' understanding of human factors, architectural scale, way-finding, materials, and methods for creating effective dimensional design. *Prerequisite: COMD301 Communication Studio IV / GDES301 Graphic Design IV*

Experimental Typography
GDES312 — 3 credits
With a focus on how typography can be activated through motion, and over time, students use a variety of time-based tools(video, aftereffects, code) to explore the denotative, connotative and conceptual potential of typography, by experimenting with letters, words and language in motion. Students test the limits of typographic expression and expand the variety of creative strategies working in 2-, 3-, and 4-D. They curate and edit their own content, experiment with the unfamiliar, and embrace ambiguity. *Prerequisite: COMD318 Publication / GDES320 Typography III*

Experimental Type in Motion
GDES312 – 3credits
In this course, you will arrive with a genuine desire to explore, experiment with, and question the way we experience language, type, and communication in the world. The course is focused, primarily, on developing an inquisitive practice which leads to experimental approaches in developing new typographic expression.

From a technical perspective, the focus of this course will not singularly focus on learning motion-graphics, after effects, processing, or other motion-based software—though these softwares may be a part of your projects. Instead, you will expand your practice in experimental methods of typographic image-making and meaning-making with an emphasis on time-and-space-based explorations.

The semester is broken down into three main sections: Experimentation, Type, and Motion.

Most importantly, you will take your *time*. Experimentation is a non-linear process that requires energy, perseverance, and enthusiastically exploring the unknown. You must begin by releasing any preconceived notions of *what you hope to make and do—of what is right and wrong*, *legible or illegible*, *possible or impossible*. As the definition states: we're here to "discover what effect [it] has."

Experimental Typography for the Web
GDES315 - 3credits
Students investigate the denotative, connotative and conceptual potential of typography, by experimenting with letters, words and language. Students test the limits of typographic expression and expand the variety of creative strategies working specifically for the web. Using tools that may include HTML, CSS, Javascript, and others, students will learn about variable type, and how to use web-based tools to create dynamic and adaptive interactive typographic structures.

Type Design I
GDES313 — 2 credits
This course is an introduction to typography through a close look at the letterform and its construction. Through the presentation of historical references and the process of drawing and synthesizing signs, students develop an understanding of the relationship between calligraphy and typography, tool and structure, concept and craft.

Type Design II
GDES314 — 3 credits
This course offers a more detailed analysis and study of typographic design. Students are supported and encouraged as they seek to find their individual voice through personal history, everyday surroundings, or off-handed conceptualism.*Prerequisite: COMD313 / GDES313 Type Design I*

Information Design
GDES430 — 3credits
Students are introduced to the concepts, techniques, and creative methodologies for applying a clear visual form to abstract concepts and ideas. An overview of historical and contemporary examples of information architecture informs assignments that employ visual thinking, resulting in "design for understanding." *Prerequisite: COMD229 / GDES221 Typography II*

UX/UI: Introduction to User Experience and User Interface Design
GDES472 — 3credits
An introduction to the principles of user experience and user interface design for digital screen-based media. This course covers the steps necessary for planning interactive experiences with an emphasis on strategy, research, information architecture and designing visual mockups. Through lectures, workshops, visiting designers, and critiques, students will examine the relationship between the on- screen experience and the end-user, and will conceive, pitch, and begin to develop a minimum viable product of their idea.

Interaction Design: Visible and Invisible Interfaces
GDES473 — 3 credits
Visible and Invisible Interfaces is a course about the history and methodology of user interface and infographics design. From the work of W. E. B. Du Bois and Edward Tufte, to the UIs from Neon Genesis Evangelion, we will explore the history and evolution of information graphics to user interface design. We will talk about the consequences of a world in which everything is becoming an app and begin to consider alternatives.

Web Coding Fundamentals
GDES491 - 3credits
This course is a practical introduction to interactive development for the web. In this class, we will cover the planning, design, and production of websites using modern web technologies such as HTML5, CSS3, and JavaScript / jquery. Through lectures and workshops, students will work with the current technologies and best practices of building websites. Students will develop the skills and vocabulary that

will allow them to communicate with developers and pursue their independent projects. No prior experience with web coding required.

Intermediate Web Coding
GDES 492 — 3 credits
This class centered on gaining a deeper understanding of the technical concepts behind web design and development through lectures, workshops, and personal web-based projects. Students will build on fundamental web coding skills and explore strategies for enhanced interactivity, as well as various back-end web technologies and content management strategies. *Prerequisite: Web Coding Fundamentals or basic familiarity with html, css, and javascript*

Advanced Image Making Projects
GDES458 — 3 credits
Students explore formal methodologies that foreground inspiration, motivation, intention, interpretation, decision-making, analogy, coincidence, predictability, message-making, abstraction, typography, manipulation, materiality, subjectivity and media in the process of image-making. Students learn to take risks, self-reflect and connect making with meaning through their own and other's processes. *Prerequisite: COMD300 Communication Studio III*

COMBINED (GDIL) ELECTIVES

Editorial Illustration / Visual Translators
GDIL357 — 3credits
This intermediate course develops conceptual strategies available to contemporary illustrators, focusing on work appropriate for editorial situations and collaborations with art directors in a professional context. This course enables students to create works establishing a relationship between text, idea, and image. Creative approaches in terms of content, execution, chance-taking, personal voice, and future marketplaces are stressed. Portfolio-level projects are assigned, focusing on idea creation, strengthening concepts, experimentation, and appropriate execution strategies.

Surface Design and Murals
GDIL333 — 3 credits
The world is covered in surfaces. This course explores the creation of images for various 2- and 3-dimensional surfaces at a wide range of scales: wraps, murals, packaging, patterns are all explored, in a wide range of analog and digital mediums.

Creative Placemaking
GDIL337 — 3 credits
This course examines how can we use the tools of graphic design and illustration to create and transform the spaces and places we want to see and inhabit. Exploring interiors, exteriors, and the ways that structures, surfaces, colors, images, and text can be combined to shape and improve the world.

Exhibition Design / Senior Show
GDIL 442 - 3 credits
Exhibition Design / CommArts Senior Show is a course in which students work collaboratively to conceptualize, design, and produce the Senior Exhibition showcasing the work of Seniors in the Graphic Design and Illustration Departments at Otis College of Art & Design. This is a hands-on experience that will allow ambitious students to gain valuable collaboration, leadership, design, and fabrication skills they can apply in their professional work after graduation. The objective of the course is to work in teams within the course and with other Senior Level courses to execute a publicly accessible, well-considered exhibition—which includes establishing a title and theme, collecting and curating artwork, creating a strategy for the display of various artworks and visitor experiences, design and production of exhibition materials, installation and deinstallation, and promoting the Senior Show online and in-person. Faculty and student teams will also build custom exhibition furniture and display systems as needed. Approximately 25% of the required hours for this course will occur before the Senior Show, with students completing the remaining 75% of course hours during the week leading up to and including the days of the exhibition. Open to juniors and seniors. Prerequisite: GDES301 or ILUS301

Experimental Broadcasting and Creative Publishing (co-listed with MFA)
GDIL 352 - 3 credits
Screens—smartphones, computers, tablets, public displays—are now the dominant mode of interaction in our culture and society. With access to individual channels for advertising and broadcasting—Facebook Live, YouTube, Instagram, Twitch, Vimeo, online radio—artists and designers can activate these platforms as alternative ways to disseminate/publish information and work. With the advent of desktop/home studio tools, on-demand printing, and self-promotional web tools and channels, publishing has never been more accessible and widespread—resulting in DIY book fairs, comics fairs, and independent publishers worldwide. In the first part of this course, focused on *Broadcasting as Artistic Practice* students will research, conceptualize, and execute a self-produced broadcast in any public medium, engaging with creative experimentation of easily accessible broadcasting tools such as OBS, DAWs, Quicktime, web-browsers, and radio. In the second part of the course, focused on *Publishing as Artistic Practice,* students will research, conceptualize, and execute a work to be self-published and self-promoted in any public medium, engaging with creative experimentation of tools such as Risograph, web stores, Instagram, and on-demand services.

Special Topics, Graduate Elective
GDIL499 - 2-3credits
With permission of the instructor, Senior BFA students may enroll in this class in order to receive credit for approved Graduate-level Electives, when offered.

Independent Study
GDIL999 — 1 - 6 credits
Independent studies provide an opportunity for students to work closely and collaboratively with faculty on assignments that extend the scope of their current interests, or expand their expertise. One credit equals three hours of work per week throughout the semester. Applications for independent study projects are reviewed and approved by the Department Chair based on proposals submitted by interested students.

ADVERTISING DESIGN ELECTIVES

Advertising Workshop
ADVT240 — 3credits
Introduces students to the world of advertising with real-world assignments. They analyze various historical and contemporary campaigns to learn why they were successful and how they affected American culture. Advertising guest speakers along with field trips to award-winning L.A. agencies are scheduled.

Advertising and Art Direction I
ADVT304 — 3credits
An exploration of advertising and art direction through projects that call for brand recognition and marketing strategies with an emphasis on defining and articulating compelling concepts. Students analyze advertising styles, develop concepts with "roughs," experiment with copy, and practice their presentation skills. *Prerequisite: COMD208Communication Studio II*

Advertising and Art Direction II
ADVT305 — 3credits
Students will improve their concepting skills while also learning how to create and communicate smart art direction. Strong ideas and the importance of smart art direction/design will be the backbone of all that they discuss. Through breaking down iconic advertising from the past and present, as well as understanding how and to whom brands communicate, students will learn to approach art direction with purpose. *Prerequisite: ADVT304 Advertising and Art Direction I*

Copywriting
ADVT351 — 3 credits
Students work on developing and analyzing writing styles with an emphasis on the interactivity of image and text as experienced by varied and specific audiences. Students learn about editing as they begin to approach writing as a powerful tool of persuasion and entertainment.

Ideation Boot Camp
ADVT353 — 3credits
Capturing the magic of ideas is integral to a creative practice. How do you develop great concepts? When faced with creative blocks, what can you do to overcome them? In this blended course, you will be introduced to new and unexpected ways to approach the process of generating ideas. By the end of this boot camp, you will have hands-on experience of utilizing these techniques in structured projects and also a custom arsenal of secret weapons to support your creative process.

Type & Image for Advertising
ADVT355 – 3credits
This class focuses on creating synergy between photography and typography. Through a series of hands-on formal and conceptual exercises, using photography and other forms of image-making, students will develop art-direction skills through the creation of dynamic solutions for strategic communications that combine typography and image in powerful, dynamic, and communicative ways. In the final assignment, students will develop a multi-platform advertising campaign. *Prerequisite: Junior or Senior status*

Interactive Advertising
ADVT 470 — 3 credits
This course introduces students to the various opportunities for advertising in the online arena. They will be applying fundamental advertising concepts to emerging media such as online banners and web campaigns. This class will challenge students to be nimble and fluid with their campaigns.

Social Media platforms
ADVT 472 — 3 credits
In this workshop structured course, the landscape of social media and its content will be studied and dissected. Students will be learning everything from trends to technical aspects and requirements for different platforms to the methodology of communicating different types of information (products, events, apparel, etc). Everything from regular posts to carousels, stories, highlights, thumbnails and reels will be made. This class is designed to prepare illustrators and graphic designers on a technical front whilst also encouraging exploration in the expansive possibilities of working with social media. Programs we will be using: Photoshop, Illustrator.

On Screen Production + Concepts
ADVT473 — 3credits
This class takes an intense look at the psychology of Advertising in our post pandemic world. Students are asked to research and dissect everything presented "on screen" and what current advertising trends are realized and the effects are on their own demographic. The class creates micro-Ad campaigns and commercials using video and audio editing tools. Students meet in a live online AR, VR, interactive studio hosted by the Event Farm Echo. Students work alone and collaborate to embrace a commitment of professionalism in their practice. Students use fundamentals of advertising strategies—storyboarding design, sound design, art direction, and video.

Special Topics: Interactive Branding
ADVT403 — 3credits
Students delve deeply into all aspects of advertising process, from research, to strategy, campaign and development, to implementation. The course focuses on Ideation and Interactive Branding encouraging innovation and user-centered approaches. Students cultivate a broad understanding of their audience in order to create campaigns and experiences using both traditional methods and experimentation. A campaign may combine a range of Interventions and strategies such as user-generated content, large-scale Installations, social events, as well as print, video, web, and mobile applications.

<u>BOOKARTS ELECTIVES</u>

Introduction to Letterpress
GDIL362 — 3credits
Students experience the traditional disciplines of typography, letterpress, and printing while learning to integrate type and image, structure and content, process and product. Students work in the Lab Press, which boasts a large collection of wood and metal type, and Vandercook printing presses. Intro to Letterpress offers students a hands-on experience with the roots and history of typography and printing. Through printing projects, students will gain an understanding of the nature and interaction of printing types with inks and papers, learn terminology and gain familiarity with the equipment.

Book Structures
GDIL365 — 3 credits
This course introduces the skills, craft, materials and techniques used in making book structures by hand. Course assignments have the potential to evolve into creative and personal objects that hold visual work and text. Students learn book binding methods involving paper folding, cutting, sewing, gluing, and ways of assembling individual sheets, signatures and text blocks with or without covers. Students produce a sample collection of book structure options and explore structures that can hold content and expression of meaning.

Advanced Letterpress
GDIL373 — 3credits
For students that have taken Introduction to Letterpress and want to improve their expertise, the main objective is to achieve superior print quality and learn new techniques. The class covers the subtleties of handset type and the inking process including careful attention to make-ready, packing the press and adjusting roller height. Students learn how to print on dampened paper; how to make detailed, high-quality photopolymer plates and alternative techniques such as pressure printing where prints are created from a low-relief collage attached to the tympan of the press. Students will be using the broadside format, exploring different themes and processes with each project–from advanced techniques to experimental processes. *Prerequisite: COMD362 Introduction to Letterpress*

Bookmaking Projects
GDIL456 — 3 credits
A culmination of the skills and techniques used in letterpress printing, typographic design, and edition bookmaking using both lead type and digital plate-making. Through model making and testing, students combine conceptual skills and printing technique in the bookwork tradition. Course assignments involve the integration of text and image, paper selection, inks and inking, color, serial imaging, surface preparation, and press editions. *Prerequisite: COMD362 Introduction to Letterpress and COMD365 Bookstructures*

PRINTMAKING ELECTIVES

Printmaking Survey
PRNT263—3credits
This class offers an expansive investigation of both traditional and contemporary methods in printmaking. Emphasis is placed on individualized projects, exploring technical and conceptual applications while creating editionable prints. *Lab Fee: $35*

Printmaking: Integrated Media
PRNT273 — 3credits
This class covers both traditional and contemporary methods in printmaking, highlighting fewer, but more intricate processes in print. Concentration allows for more integration of these techniques to support diverse conceptual projects, emphasizing research and synthesis in creative outcomes.

Lab Fee: $35

Print Media Workshop
PRNT373 — 3credits
Students refine their vision in advanced projects based on their conceptual practice and critical dialogue. Emphasis is on development of personal imagery and exploration of the media through one or two projects that form a body of work related to their practice. In depth consultations and reviews are held.

Students draw upon Los Angeles' wide range of print publishers and shops, learning professional methods. *Prerequisite: PRNT263 Printmaking Survey, PRNT273 Printmaking: Integrated Media, PRNT356 Experimental Printmaking, or instructor permission. Lab Fee: $35*

Experimental Printmaking
PRNT356 — 3credits
An opportunity for formal application and experimentation through alternative printmaking processes. Emphasis is placed on problem-solving through process, substance, and style. Students consider content, subject, and formal attributes of independently proposed projects. Readings, discussions, and lectures will address relevant topics such as multiplicity, historical predecessors, and critique. *Lab Fee: $35*

Propaganda
PRNT 355 — 3 credits
Students research a topic of choice and create a body of work on cultural, social and political issues. Students learn to understand alternatives to illustration and design as corporate service. Assignments include research and presentation on a relevant topic of choice; realization of visuals on chosen topic; and collaboration with community organizations whenpossible/applicable. *Print Lab / Lab Fee: $35*

ILLUSTRATION
Course Descriptions
REQUIRED COURSES:

Illustration I ILUS
200 — 3 credits
Professional illustrators capture your attention and compel you to look further. Illustration I is an introduction to the visual communication methodologies that illustrators use to craft that skill. You will explore exercises and projects in diverse media to begin to develop a work process that involves visual research, observational drawing, concept generation, and journalistic storytelling. Projects are designed to encourage expression of your individual voice. The coursework includes historical and contemporary perspectives that have shaped history and culture, and examines the range of markets available to illustrators.

Illustration II
ILUS201 — 3 credits
Effective illustration can inform, provoke, and delight while shaping ideas and culture. Illustration II is a continued exploration of the visual communication theories and methodologies used by professional illustrators. Through exercises and projects emphasizing concept development, cultural literacy, type and metaphor, this course will further develop personal image-making, visual problem solving, editorial and

narrative methods. Projects will focus on strategies and skills from print to motion through the conditions of real-world illustration projects. *Prerequisite: ILUS 200 Illustration I preferred*

Illustration III/IV
ILUS 300/301 3 credits/3 credits
An increasingly sophisticated examination of illustration concepts and their applications; students broaden their understanding of illustration as visual language in projects that involve research and analysis, focusing on image making, aesthetics, message clarity, audience, and intent with refined use of media and technique.-*Prerequisite: ILUS 201 Illustration II or approval of Chair*

Visiting Artist and Field Studies
GDIL310 — 2 credits
Visiting Artist and Field Studies offers a variety of opportunities for students to connect with each other, with faculty, and with the countless cultural opportunities available in greater Los Angeles. Each semester, the series includes in-person and on-line lectures and workshops, as well as opportunities to explore cultural institutions and events in Los Angeles and beyond. This course is a place where students are exposed to new practices, techniques, conversations, and ideas, as well as to a wealth of local off-campus resources. May be repeated for credit.

Typography for Illustrators
ILUS220 — 3 credits
This course is designed for Sophomore Illustrators to introduce and expand upon the fundamentals of typography and the study of letterforms, with the emphasis placed on exploring type as a tool integral to contemporary Illustrative practices.

Drawing and Painting I/II
ILUS212/213— 3 credits/3 credits
Drawing and Painting I is one of two consecutive courses for sophomore illustrators that introduces students to a variety of drawing and painting materials and methods used by professional working artists and illustrators to communicate narratives. To develop these necessary skills, special emphasis is given to representational drawing as a fundamental means for thinking, looking, and authorship. Drawing and Painting I will guide students through the stages of completing a project from concept sketches to finished drawings using value, line, observation, appropriate materials, dry and wet techniques, composition, narrative and development of a unique style using traditional media.

Drawing and Painting II provides students with an opportunity to explore and develop an intimate sense of color within the design world. Students are introduced to a variety of color painting media including oil, acrylic, watercolor, gouache, etc. Curriculum is focused on color theory, color mixing/matching, handling of media, proficiency of application, uses of media based on context, experimentation with pigments, and pigment chemistry. Additionally, students will implement the conceptual design strategies learned from Drawing and Painting I including maintaining a sketchbook, intentional research, design development via rough thumbnail sketches, studies, and comprehensive sketches.

Drawing and Painting III
ILUS312 — 3 credits
Students refine their expressive and observational drawing, painting and composition skills as they relate to illustration as a means of visual communication. Emphasis is placed on contemporary illustrative applications and strategies, including the use of both analog and digital techniques particular to contemporary illustration methodologies. Studio sessions encourage experimentation and personal

development. Conceptual and practical skills pertinent to contemporary illustrative practice are discussed and demonstrated throughout the semester.
Prerequisite: ILUS213 Drawing and Painting II or approval of Chair

Drawing and Painting IV
ILUS313 — 3 credits
This course further develops students' use and understanding of advanced tools and applications defining the most forward thinking sectors of contemporary illustration. Students improve technical skills in traditional, digital and experimental media with regard to line, form, design and space. Focus is placed on the critical and conceptual issues framing the future of illustration. Students create ambitious projects designed to engage expansive and diverse clients and audiences. Intensive real world assignments prepare students for professional experience in both established and exploratory venues.
Prerequisite: ILUS312 Drawing and Painting III

Alternative Materials and Processes for Illustrators
ILUS363 — 3 credits
Course focuses on the use of mixed media and alternative materials for image construction. The class explores the "use values" of different mediums and how they affect communication. Some materials explored are graphite, paint, paper collage, cloth, digital collage, transfers, oil bars, duct tape, resin, inks, wax, and more. Exploring and experimenting with different combinations of materials is required. Class instruction will include lectures, assigned projects, media demonstrations, readings, slide presentations, and group feedback. *Prerequisite: ILUS301 Illustration IV*

Senior Project/Seminar
ILUS440 — 3 credits
The purpose of this course is to develop complete and professional work derived from research collected during the previous semester in Senior Project Research. In this course, each student will define their own goals, methodologies and schedule of deadlines. We will address appropriate target audiences for each project and the media to best reach those audiences, as well as the specific direction each student wishes to pursue as a professional artist. Emphasis is placed on physical realization of each project's content.

Students explore conceptual, theoretical, experimental communications problems offering them the opportunity to integrate personal vision with professional goals. In cross-disciplinary teams facilitated by faculty advisors, students define the scope and objectives of their inquiry and outline research and production methodologies. *Prerequisite: ILUS301 Illustration IV Course Fee: $100*

Professional Practice
GDIL354—3 credits
This course prepares students to enter the expansive and ever-changing world of professional Illustration. Students leave the class knowing how to create their personal narrative, visual identity, competitive portfolio, interview and set career goals. Students will have completed a professional website, resume, business card, letterhead, cover letter, invoice, promotional leave-behind, and a product available for sale in a real-world marketplace. Students develop and improve interview and networking techniques vital to engaging in the professional world. At the end of this class students will be able to locate, research, and secure internships and employment that aligns with their interests, ambitions, and professional goals.
Prerequisite: ILUS201 Illustration II or approval of the Chair

Entrepreneur 101
GDIL410 —3 credits
An intensive introduction to all facets of running a business—marketing, promotion, developing a client base, pricing, legal, ethical, financial aspects, mindset, networking, interviewing. Students will learn best

practices from: creative agencies, creative directors, Otis Alumna, clients, an accountant, an attorney, business coach and recruiters. This course teaches students how to plan, establish, and sustain a meaningful studio, office, and/or agency. It also provides tools and insights for sustaining winning strategies and securing FT work within an organization - integrating with career services, job fairs and recruitment opportunities. *Eligibility: senior level standing. Must be at senior level standing.*

ILLUSTRATION ELECTIVES:

Special Topics: Digital Paths
ILUS358— 3 credits

Digital paths is a basic introduction to computer graphics and video editing software, such as Adobe Photoshop/Illustrator/After Effects/Media Encoder and Procreate in iPad. Students do not need relevant experience to enroll in this course, but the final assignments are presented in digital media. Through classroom demonstration and video watching, students will be able to make one motion graphic animation, and one experimental film.

Special Topics: Oil Painting
ILUS358 — 3credits

Students are introduced to traditional and contemporary painting approaches and concepts, with emphasis on its formal language and the fundamentals of artistic expression. It helps prepare students for the field of illustration. Painting from observation and from imagination in conjunction with reference materials and various other painting methods along with an historical context are introduced.

Special Topics: Watercolor
ILUS358 — 3credits
Students are introduced to traditional and contemporary watercolor approaches and concepts, with emphasis on its formal language and the fundamentals of artistic expression using this medium. It helps prepare students for the field of illustration. Using watercolors to paint from observation as well as from imagination in conjunction with reference materials and various other painting methods, with an expanded awareness of historical context are emphasized.

Special Topics: Intro to Natural Science Illustration
ILUS358 — 3credits
The Illustrated image is an indispensable part of any Inquiry Into the natural world, from children's nature books, to didactic museum signage, to professional science journals. This course provides students with an introduction to techniques, imagery, and production methodologies within the expansive field of Natural Science Illustration. Students will utilize a variety of media, including graphite, pen and ink, acrylic, watercolor, and gouache to produce lifelike renderings of observable subjects, including select animal and plant life. Final projects will convey specific and understandable information to targeted audiences. Emphasis is on close, extended viewing and dedicated image creation. Students will attend field trips to local botanical gardens and The Natural History Museum.

Image Development and Creation
ILUS359 — 3credits
This intermediate course develops conceptual strategies available to visual artists, establishing a professional relationship among text, idea, and image. Creative approaches in terms of content, execution, chance-taking, personal voice, and future market-places are stressed. Portfolio level projects are assigned focusing on idea creation, strengthening concepts, experimentation, and appropriate execution strategies.

Visual Storytelling
ILUS330 — 3credits
This course instructs students on how narrative is conveyed through visual means. Students create comics, zines, graphic novels, and a variety of objects and publications designed to tell a story. Students arrange new stories using layouts from pre-existing comics panels, and draw the same short script in different ways using various storytelling approaches. The differences between narrative forms are explored. Lectures include case studies, universal structures, and contemporary methodologies.

Comic Book
ILUS340 — 3 credits
In this class students learn the exciting art of comic development and production and how a comic goes from an idea to a fully- developed, branded, universe. Students write and storyboard their own narratives, understanding the fundamentals of plot structure and screenwriting fundamentals. Students improve drawing skills while exploring how to convey points of view angles, lighting, and composition to create an effective and compelling story. The finished product is an eight-page comic with accompanying swag/promotional materials.

The Illustrated Book
COMD372 — 3credits
An introduction to publication design, with a focus on children's books and graphic novels. Working from selected texts, students develop a project from concept to completion: adapting a story, constructing a "dummy," creating original images, integrating typography, and designing a book jacket, while exploring the role of the designer/illustrator and marketer as a visual storyteller. *Prerequisite: ILUS218 Typography for Illustrators I or COMD228 Typography I*

Off the Wall and Off the Page
ILUS343 — 3credits
Illustrators are visual artists who actively engage any and all venues for creative communication, both commercial and conceptual. In this class students have the opportunity to explore the expansive areas of expression available to contemporary illustrators, including large-scale public works, gallery exhibitions, product campaigns, conceptual strategies, immersive installations, super graphics, and any object or site that can hold or display an image.

Editorial Illustration / Visual Translators
GDIL357 — 3credits
This intermediate course develops conceptual strategies available to contemporary illustrators, focusing on work appropriate for editorial situations and collaborations with art directors in a professional context. This course enables students to create works establishing a relationship between text, idea, and image. Creative approaches in terms of content, execution, chance-taking, personal voice, and future marketplaces are stressed. Portfolio-level projects are assigned, focusing on idea creation, strengthening concepts, experimentation, and appropriate execution strategies.

Surface Design and Murals
GDIL333 — 3 credits
The world is covered in surfaces. This course explores the creation of images for various 2- and 3-dimensional surfaces at a wide range of scales: wraps, murals, packaging, patterns are all explored, in a wide range of analog and digital mediums.

Creative Placemaking
GDIL337 — 3 credits
This course examines how can we use the tools of graphic design and illustration to create and transform the spaces and places we want to see and inhabit. Exploring interiors, exteriors, and the ways that structures, surfaces, colors, images, and text can be combined to shape and improve the world.

Exhibition Design / Senior Show
GDIL 442 - 3 credits
Exhibition Design / CommArts Senior Show is a course in which students work collaboratively to conceptualize, design, and produce the Senior Exhibition showcasing the work of Seniors in the Graphic Design and Illustration Departments at Otis College of Art & Design. This is a hands-on experience that will allow ambitious students to gain valuable collaboration, leadership, design, and fabrication skills they can apply in their professional work after graduation. The objective of the course is to work in teams within the course and with other Senior Level courses to execute a publicly accessible, well-considered exhibition—which includes establishing a title and theme, collecting and curating artwork, creating a strategy for the display of various artworks and visitor experiences, design and production of exhibition materials, installation and deinstallation, and promoting the Senior Show online and in-person. Faculty and student teams will also build custom exhibition furniture and display systems as needed. Approximately 25% of the required hours for this course will occur before the Senior Show, with students completing the remaining 75% of course hours during the week leading up to and including the days of the exhibition. Open to juniors and seniors. *Prerequisite: GDES301 or ILUS301*

Experimental Broadcasting and Creative Publishing (co-listed with MFA)
GDIL 352 - 3 credits
Screens—smartphones, computers, tablets, public displays—are now the dominant mode of interaction in our culture and society. With access to individual channels for advertising and broadcasting—Facebook Live, YouTube, Instagram, Twitch, Vimeo, online radio—artists and designers can activate these platforms as alternative ways to disseminate/publish information and work. With the advent of

desktop/home studio tools, on-demand printing, and self-promotional web tools and channels, publishing has never been more accessible and widespread—resulting in DIY book fairs, comics fairs, and independent publishers worldwide. In the first part of this course, focused on *Broadcasting as Artistic Practice* students will research, conceptualize, and execute a self-produced broadcast in any public medium, engaging with creative experimentation of easily accessible broadcasting tools such as OBS, DAWs, Quicktime, web-browsers, and radio. In the second part of the course, focused on *Publishing as Artistic Practice,* students will research, conceptualize, and execute a work to be self-published and self-promoted in any public medium, engaging with creative experimentation of tools such as Risograph, web stores, Instagram, and on-demand services.

Special Topics, Graduate Elective
GDIL499 - 2-3credits
With permission of an instructor, Senior BFA students may enroll in this class in order to receive credit for approved Graduate-level Electives, when offered.

Independent Study
GDIL999 — 1 - 6credits
Independent studies provide an opportunity for students to work closely and collaboratively with communication arts faculty on assignments that extend the scope of their current interests, or expand their expertise. Applications for independent study projects are reviewed and approved by the Department Chair based on proposals submitted by interested students.

ADVERTISING DESIGN ELECTIVES

Advertising Workshop
ADVT240 — 3credits
Introduces students to the world of advertising with real-world assignments. They analyze various historical and contemporary campaigns to learn why they were successful and how they affected American culture. Advertising guest speakers along with field trips to award-winning L.A. agencies are scheduled.

Advertising and Art Direction I
ADVT304 — 3credits
An exploration of advertising and art direction through projects that call for brand recognition and marketing strategies with an emphasis on defining and articulating compelling concepts. Students analyze advertising styles, develop concepts with "roughs," experiment with copy, and practice their presentation skills. *Prerequisite: COMD208Communication Studio II*

Advertising and Art Direction II
ADVT305 — 3credits
Students will improve their concepting skills while also learning how to create and communicate smart art direction. Strong ideas and the importance of smart art direction/design will be the backbone of all that they discuss. Through breaking down iconic advertising from the past and present, as well as understanding how and to whom brands communicate, students will learn to approach art direction with purpose. *Prerequisite: ADVT304 Advertising and Art Direction I*

Copywriting
ADVT351 — 3 credits
Students work on developing and analyzing writing styles with an emphasis on the interactivity of image and text as experienced by varied and specific audiences. Students learn about editing as they begin to approach writing as a powerfultool of persuasion and entertainment.

Ideation Boot Camp
ADVT353 — 3credits
Capturing the magic of ideas is integral to a creative practice. How do you develop great concepts? When faced with creative blocks, what can you do to overcome them? In this blended course, you will be introduced to new and unexpected ways to approach the process of generating ideas. By the end of this boot camp, you will have hands-on experience of utilizing these techniques in structured projects and also a custom arsenal of secret weapons to support your creative process.

Type & Image for Advertising
ADVT355 – 3credits
This class focuses on creating synergy between photography and typography. Through a series of hands-on formal and conceptual exercises, using photography and other forms of image-making, students will develop art-direction skills through the creation of dynamic solutions for strategic communications that combine typography and image in powerful, dynamic, and communicative ways. In the final assignment, students will develop a multi-platform advertising campaign. *Prerequisite: Junior or Senior status*

Interactive Advertising
ADVT470 — 3 credits
This course introduces students to the various opportunities for advertising in the online arena. They will be applying fundamental advertising concepts to emerging media such as online banners and web campaigns. This class will challenge students to be nimble and fluid with their campaigns.

Social Media platforms
ADVT472 — 3 credits
In this workshop structured course, the landscape of social media and its content will be studied and dissected. Students will be learning everything from trends to technical aspects and requirements for different platforms to the methodology of communicating different types of information (products, events, apparel, etc). Everything from regular posts to carousels, stories, highlights, thumbnails and reels will be made. This class is designed to prepare illustrators and graphic designers on a technical front whilst also encouraging exploration in the expansive possibilities of working with social media. Programs we will be using: Photoshop, Illustrator.

On Screen Production + Concepts
ADVT473 — 3credits
This class takes an intense look at the psychology of Advertising in our post pandemic world. Students are asked to research and dissect everything presented "on screen" and what current advertising trends are realized and the effects are on their own demographic. The class creates micro-Ad campaigns and commercials using video and audio editing tools. Students meet in a live online AR, VR, interactive studio hosted by the Event Farm Echo.Students work alone

and collaborate to embrace a commitment of professionalism in their practice. Students use fundamentals of advertising strategies—storyboarding design, sound design, art direction, and video.

Special Topics: Interactive Branding
ADVT403 — 3credits
Students delve deeply into all aspects of advertising process, from research, to strategy, campaign and development, to implementation. The course focuses on Ideation and Interactive Branding encouraging innovation and user-centered approaches. Students cultivate a broad understanding of their audience in order to create campaigns and experiences using both traditional methods and experimentation. A campaign may combine a range of Interventions and strategies such as user-generated content, large-scale Installations, social events, as well as print, video, web, and mobile applications.

BOOKARTS ELECTIVES

Introduction to Letterpress
GDIL362 — 3credits
Students experience the traditional disciplines of typography, letterpress, and printing while learning to integrate type and image, structure and content, process and product. Students work in the Lab Press, which boasts a large collection of wood and metal type, and Vandercook printing presses. Intro to Letterpress offers students a hands-on experience with the roots and history of typography and printing. Through printing projects, students will gain an understanding of the nature and interaction of printing types with inks and papers, learn terminology and gain familiarity with the equipment.

Book structures
GDIL365 — 3 credits
This course introduces the skills, craft, materials and techniques used in making book structures by hand. Course assignments have the potential to evolve into creative and personal objects that hold visual work and text. Students learn book binding methods involving paper folding, cutting, sewing, gluing, and ways of assembling individual sheets, signatures and text blocks with or without covers. Students produce a sample collection of book structure options and explore structures that can hold content and expression of meaning.

Advanced Letterpress
GDIL373 — 3credits
For students that have taken Introduction to Letterpress and want to improve their expertise, the main objective is to achieve superior print quality and learn new techniques. The class covers the subtleties of handset type and the inking process including careful attention to make-ready, packing the press and adjusting roller height. Students learn how to print on dampened paper; how to make detailed, high-quality photopolymer plates and alternative techniques such as pressure printing where prints are created from a low-relief collage attached to the tympan of the press. Students will be using the broadside format, exploring different themes and processes with each project–from advanced techniques to experimental processes. *Prerequisite: COMD362 Introduction to Letterpress*

Bookmaking Projects
GDIL456 — 3 credits
A culmination of the skills and techniques used in letterpress printing, typographic design, and edition bookmaking using both lead type and digital plate-making. Through model making and testing, students combine conceptual skills and printing technique in the bookwork tradition. Course assignments involve the integration of text and image, paper selection, inks and inking, color, serial imaging, surface preparation, and press editions. *Prerequisite: COMD362 Introduction to Letterpress and COMD365 Book structures*

PRINTMAKING ELECTIVES

Printmaking Survey
PRNT263—3credits
This class offers an expansive investigation of both traditional and contemporary methods in printmaking. Emphasis is placed on individualized projects, exploring technical and conceptual applications while creating editionable prints. *Lab Fee: $35*

Printmaking: Integrated Media
PRNT273 — 3credits
This class covers both traditional and contemporary methods in printmaking, highlighting fewer, but more intricate processes in print. Concentration allows for more integration of these techniques to support diverse conceptual projects, emphasizing research and synthesis in creative outcomes.

Lab Fee: $35

Print Media Workshop
PRNT373 — 3credits
Students refine their vision in advanced projects based on their conceptual practice and critical dialogue. Emphasis is on development of personal imagery and exploration of the media through one or two projects that form a body of work related to their practice. In depth consultations and reviews are held.

Students draw upon Los Angeles' wide range of print publishers and shops, learning professional methods. *Prerequisite: PRNT263 Printmaking Survey, PRNT273 Printmaking: Integrated Media, PRNT356 Experimental Printmaking, or instructor permission. Lab Fee: $35*

Experimental Printmaking
PRNT356 — 3credits
An opportunity for formal application and experimentation through alternative printmaking processes. Emphasis is placed on problem-solving through process, substance, and style. Students consider content, subject, and formal attributes of independently proposed projects. Readings, discussions, and lectures will address relevant topics such as multiplicity, historical predecessors, and critique. *Lab Fee: $35*

Propaganda
PRNT355 — 3 credits
Students research a topic of choice and create a body of work on cultural, social and political issues. Students learn to understand alternatives to illustration and design as corporate service. Assignments

include research and presentation on a relevant topic of choice; realization of visuals on chosen topic; and collaboration with community organizations when Dpossible/applicable. *Print Lab / Lab Fee: $35*