

# DESIGN

College of Arts & Humanities  
Department of Art & Design

## Program Description and Features

The **B.A. in Design** provides students with a rich, multifaceted design education in the areas of print, web, interactive, photography, and motion design. The pedagogy of the program is set in learning by doing. Its distinctive upper-division courses are structured with level I courses to focus on principles of design, and technical skills around type and image-making through a series of multiple assignments. Upper-division level II courses focus on the conceptualization and execution of single semester-long projects.

Students are introduced to professional practices through individual and group projects by creating a professional portfolio, reviewed by a panel of professional designers, by participating in nationwide design competitions, and by an opportunity to work with clients through the AIGA student-run design group. A two-semester portfolio class helps students build strong career objectives in the field of design, with an internship placement in collaboration with the Career Center. Students also experience creating work for social change and environmental impact and are exposed to the work of a broad, multicultural range of artists/designers and historical, contemporary art/design movements.

The **B.A. in Design** is committed to offering students a more flexible schedule to allow them to participate in internships and work by providing all of the design courses as blended courses, meeting once a week face-to-face in a classroom, and 50% online, it is the only CSU program in the arts with such a modality. On-campus, classes are held in two specialized Mac Labs running the latest industry design software: Adobe Creative Cloud. Majors in Design also have free access to it for home-usage. Laser cutters and 3D printers have been recently acquired to provide students with the latest innovative technology.

The **Minor in Design** provides students with an introduction to the fundamentals of print, media, and graphic design.

The **Minor in Digital Graphics** provides students with an introduction to motion design fundamentals.

The **Minor in Photography** provides students with an introduction to the fundamentals of photography.

## Academic Advisement

Advising for Art & Design majors and minors is done by Art and Design faculty members as well as the College of Arts and Humanities advisors. Students must stop by the Department of Art and Design to be assigned to an advisor. The advisor will facilitate the student's smooth passage through his/her educational experience. Students must consult their advisors each semester before registration to discuss their program. For General Education information and advisement, contact the University Advisement Center located in WH 220, (310) 243-3538.

## Preparation

High school students planning to major in design at CSU Dominguez Hills will be best prepared by taking a maximum variety of art and/or design courses offered in their school. In addition, they should have some general exposure to the history of art.

Community College transfer students seeking admittance to the CSU Dominguez Hills Department of Art and Design will be best prepared by having completed the equivalent of the following CSU Dominguez Hills lower division art courses:

- Introduction to Design Applications (DGN 110)
- 2-D Design (ART 170)
- 3-D Design (ART 171)
- Drawing I (ART 179)

Students should be aware that community college courses do not satisfy upper-division course requirements.

## Student Organizations

CSUDH AIGA Student Group, Advisor Michele Bury

## Scholarships

Please contact the Department of Art and Design for additional scholarship requirements.

## Graduation With Honors

Undergraduate students may be candidates for graduation with Honors in Art if they meet the following criteria:

1. A minimum of 36 units in residence at CSU Dominguez Hills;
2. A minimum grade point average of 3.5 in all courses used to satisfy the upper-division requirements for the Art major;
3. Recommendation by the faculty of the Department of Art and Design.

## Career Possibilities

The Bachelor of Arts in Design prepares students for entry-level careers in design from print, web, app, and motion design and to prepare students for further studies.

Examples of possible careers and positions: Print design, print production, web design, advertising, marketing, motion design, app design, illustration, packaging design, photography, interactive media, publication design, branding and identity design, and broadcast design. Creative/design direction.

## Undergraduate Programs

- Design, Bachelor of Arts (<https://catalog.csudh.edu/academics/design/design-ba/>)

Minor Programs

- Design, Minor (<https://catalog.csudh.edu/academics/design/design-minor/>)
- Digital Graphics, Minor (<https://catalog.csudh.edu/academics/design/digital-graphics-minor/>)
- Photography, Minor (<https://catalog.csudh.edu/academics/design/photography-minor/>)

## Faculty

Jim Keville, Department Chair  
Michele Bury, Kirstin Ellsworth, Jimena Sarno, Aandrea Stang,  
Devon Tsuno, Ellie Zenhari  
Aandrea Stang, Art Gallery Director Department Of#ce: LCH A-111,  
(310) 243-3310

Please visit the Art & Design Department Website: <http://cah.csudh.edu/> (<http://cah.csudh.edu/art/>) (<http://cah.csudh.edu/art/>)

## Emeriti Faculty

Bernard Baker, John Goders, Arthur L. Harshman, Gilah Yelin Hirsch, Ivers, Noreen, Larinde, Norman Neuerburg, Ernest Rosenthal, Sidney Glen White

### DGN 110. Intro to Design Applications. (3 Units)

Introduction to digital imaging using Adobe Photoshop and to vector based art using Adobe Illustrator. Six hours of activity in-class an online per week.

Offered Fall, Spring

### DGN 310. Graphic Design 1. (3 Units)

Prerequisite: DGN 110. Introduction to graphic design as a form of visual communication through the use of type, image and form. Projects explore design processes, creative problem solving, and the basic design practices of critiques and discussion. Six hours of activity per week. Fee required.

Offered Fall

### DGN 320. Typography 1. (3 Units)

Prerequisites: ART 160 and ART 170. Introduction to basic aspects of letterforms and typography through a variety of projects. Introduction to the historical background, technical considerations, and aesthetic issues of typography. Six hours of activity per week.

Offered Fall

### DGN 330. Motion Design 1. (3 Units)

Prerequisite: DGN or DMA 310 or consent of instructor. Introduction to the principles and or elements of motion design. Emphasis on the relationship between typographic principles and fundamentals of animation. Software: Introduction to Adobe After Effects. Six hours of activity per week. Fee required.

Offered Fall

### DGN 340. Web Design 1. (3 Units)

Prerequisites: DGN 310 or consent of instructor. Introduction and exploration of the concepts and technologies in web design. Individual and team projects address navigational structures, systems, identity, audience and intent in the design of website prototypes. Six hours of activity per week.

Offered Fall

### DGN 345. Illustration 1. (3 Units)

Prerequisites: ART 179 is required; DGN 110 is recommended. Introduction to illustration, with an emphasis on craftsmanship, as well as learning and employing the illustration process. Explores many aspects of the illustration field, giving students a broad view of the discipline. The skills studied will provide a foundation for work in both illustration and animation. Students will explore personal artistic voice, techniques, design, and visual narrative.

Offered Fall

### DGN 410. Graphic Design 2. (3 Units)

Prerequisite: DGN 310 is required. Advanced study of graphic design principles and their application to more complex and comprehensive solutions. Course examines the integration of design with civic engagement, through the completion of an awareness campaign addressing social issues. Students work collaboratively on semester long campaign. Six hours of activity per week. Fee required.

Offered Spring

### DGN 420. Typography 2. (3 Units)

Prerequisite: ART 347 is required. Advanced analysis and study of typographic design through projects based on the setting of words, sentences and paragraphs. Projects will gradually increase in scope and complexity dealing with multiple levels of hierarchical meaning. Six hours of activity per week. Fee required.

Offered Spring

### DGN 430. Motion Design 2. (3 Units)

Prerequisite: DGN 330. Advanced concepts of motion design as they relate to the use of Adobe After Effects and Cinema 4D. Students will work independently on individual projects from concept to final output. Repeatable course. Six hours of activity per week. Fee required.

Offered Spring

### DGN 440. Web Design II. (3 Units)

Prerequisites: DGN 340 is required. Intermediate to advanced course in web design, offering in-depth investigation of the planning, design and building of web sites. This course is structured around projects that combine creative exploration and comprehensively learning industry-standard software programs. Six hours of activity per week.

Offered Spring

### DGN 445. Illustration 2. (3 Units)

Prerequisite: DGN 345 is required. DGN 110 is recommended. Intermediate elective in illustration focuses on craftsmanship. Reinforces the illustration process learned in level 1. Students will explore multiple areas within illustration, creating several advanced projects, with an emphasis on narrative in illustration as it relates to editorial, publishing, and visual development for animation. Students will build their portfolios and refine their personal artistic voice. Repeatable for credit.

Offered Spring, Summer

### DGN 450. Interactive Design. (3 Units)

Prerequisite: DGN 440 is required. This class will show how to build apps and user base responsive design (UX). Students will gain an understanding of the javascript programming language and explore the most current technologies available. Six hours of activity per week. Fee required.

Offered Spring

### DGN 460. Portfolio 1 and Internship. (3 Units)

Prerequisite: Senior standing and consent of instructor required. Students will identify and research their career objectives, design their visual identity, start working on their professional portfolio and find and confirm an internship of a minimum of 70 hours to be completed by the end of Portfolio part II. Six hours of activity per week. Fee required.

Offered Fall

### DGN 470. Portfolio 2 and Internship. (3 Units)

Prerequisites: Senior standing and consent of instructor. Capstone course involving preparation of essential material for seeking a position in graphic design. Emphasizes the preparation of a graphic design portfolio and resume. Six hours of activity per week. Fee required.

Offered Spring

### DGN 494. Independent Study. (1-3 Units)

Individual students will consult with a Design faculty to conduct an independent project in Design. Restricted to juniors and seniors. Department consent required.

Offered As needed

### DGN 495. Selected/Variable Topics in Design. (3 Units)

Detailed study Design. Repeatable course.

Offered As needed

**DGN 496. Internship. (1-3 Units)**

Internship in a Design related field, both on campus and externally.  
Restricted to juniors and seniors. Department consent required.  
Offered As needed