## Electronic Design & Multimedia

## FALL 20 Page 1

### @The Robinson Center/CCNY Art Department

#### **FULL TIME FACULTY**

Prof. Mark Addison Smith phone x6451 msmith4@ccny.cuny.edu (Program Director, EDM)

Prof. Stalgia Grigg phone xTBA sgrigg@ccny.cuny.edu

Prof. Sherry Muyuan He phone x7408 mhe@ccny.cuny.edu

Prof. Pilar Newton-Katz phone xTB pnewton@ccny.cuny.edu

Prof. Hajoe Moderegger phone x7406 hmoderegger@ccny.cuny.edu

Prof. Annette Weintraub phone x7410 weintraub@ccny.cuny.edu [on leave, Fall 2020]

#### **ADJUNCT FACULTY**

Prof. Krisia Ayala

**Prof. Anne Bartoc** 

Prof. Phil Birch

**Prof. Justin Campoy** 

Prof. Lynne Foster

Prof. Yvette Francis

**Prof. Anthony Hamboussi** 

Prof. Carrie Hamilton

Prof. Amy Huelsman

Prof. Brian LaRossa

Prof. Robert Levy

**Prof. Orit Mardkha-Tenzer** 

Prof. Steve Messner

Prof. Lora Morgenstern

Prof. Farideh Sakhaeifer

**Prof. Nate Sensel** 

Prof. Monique Saunders

Prof. Broderick Shoemaker

Prof. Gail Tauber

Prof. Juan Villanueva

**Prof. Javier Viramontes** 

**Prof. Michele Washington** 

#### **ART 21067 HISTORY OF DESIGN**

Historical and cultural influences and technical developments in the design of objects for uses.

Prereq.: Art 10000 + one 20000-level writing course. 3GJ W 6:15–9:05 pm room 118

Professor Justin Campoy

#### ART 21068 HISTORY OF GRAPHIC DESIGN

Study of graphic design as a tool for communicating, reinforcing and shaping socially constructed ideals by tracing the role of graphic arts from pre-historic to contemporary postmodern aesthetics. Prereq.: Art 10000 + one 20000-level writing course.

2PR Tu 2:00-4:50 pm room 118 Professor Gail Tauber

#### ART 29500 TYPOGRAPHY 1

Type as abstract structure and its relation to problems of graphic communication. Application of typographic design in the creation of posters, brochures, magazine and book design, print ads and packaging. Prereq: Art 10100.

pasiag					
1AD	M	9:00-11:50 am	room 119	Professor Elizabeth Smith	
3GJ	W	9:00-11:50 am	room 122	Professor Yvette Francis	
5EF	F	2:00-4:50 pm	room 119	Professor Juan Villanueva	
6X	S	9:00-11:50 am	room 119	Professor Javier Viramontes	

#### ART 29510 GRAPHIC DESIGN CONCEPTS

Relationship of image and type in graphic design, with emphasis on conceptual and visualization skills. Design and imaging using traditional and digital tools in projects ranging from graphic icons to the design of promotional materials. Prereq: Art 10100.

1EF	M	2:00-04:50 pm	room 119	<b>Professor Michele Washington</b>
1GJ	M	6:15-9:05 pm	room 119	<b>Professor Michele Washington</b>
2KN	Tu	9:00-11:50 am	room 119	Professor Anne Bartoc
2SU	Tu	6:15-9:05 pm	room 119	Professor Lora Morgenstern

#### ART 29520 ILLUSTRATION

 ${\bf Contemporary\ illustration\ in\ various\ media.\ Editorial\ illustration\ (book, magazine),}$ 

advertising illustration, and promotional illustration. Pre- or Co-Req: Art 10100.

2SU Tu 6:15-9:05 pm room 118 Professor Lynne Foster
4PR Th 2:00-4:50 pm room 118 Professor Nate Sensel
6X S 9:00-11:50 am room 118 Professor Krisia Ayala

#### **ART 29526 COMPUTER IMAGING AND ILLUSTRATION**

Electronic illustration and image processing. Overview of approaches from painting to montage. Imaging techniques using masks, channels, filters and special effects. Issues of color management, color correction, resolution, and printing. Prereq: Art 10100 and 29520.

1GJ M 6:15–9:05 pm room 122 Professor Farideh Sakhaeifer 4SU Th 6:15–9:05 pm room 122 Professor Lynne Foster

#### **ART 29530 DIGITAL PHOTOGRAPHY**

Introduction to digital photographic practices. Technical concerns and aesthetic issues of digital image capture and digital photo manipulation and output/display. Exploration of contemporary digital photography and concept development. Prereq: Art 10400 or permission.

3GJ W 6:15–9:05 pm room 119 Professor Robert Levy 4PR Th 2:00–4:50 pm room 119 Professor Anthony Hamboussi

#### ART 39500 TYPOGRAPHY 2

Typography I continued. Communication systems, cohesive identity packages, logo development and publication design with orderly, logical and aesthetically appropriate type usage. Prereq: Art 29500<del>.</del>

4SU Th 6:15–9:05 pm room 122 Professor Sherry He

#### ART 39510 ELECTRONIC DESIGN 1

Design for print media with focus on page layout, integration of text and graphic illustration, and corporate ID systems. The computer as a design and production tool; introduction to vector and rester-based software for design and illustration. Provide: Art 29500 and 29510

raster-based software for design and mustration. Frereq. Art 25500 and 25510.					
1AD	M	9:00-11:50 am	room 122	Professor Orit Mardkha-Tenzer	
2PR	Tu	9:00-11:50 am	room 122	Professor Anne Bartoc	
4PR	TH	2:00-4:50 pm	room 122	Professor Orit Mardkha-Tenzer	

#### ART 39512 NEW TITLE: PRODUCTION FOR DIGITAL MEDIA

Print production for graphic design, from concept to execution. Development of concepts from visualization to comprehensives to mechanicals for black and white and color printing.

Techniques in printing: embossing, die cut and paper selection. Prereq: Art 39510.

S 9:00–11:50 am room 122 Professor Steve Messner

#### **ART 39520 ILLUSTRATION 2**

Advanced projects in illustration in various media. Editorial illustration (book, magazine), advertising illustration, and promotional illustration. Prereq: Art 29520

2KN	Tu	9:00-11:50 am	room 118	Professor Amy Huelsman
3AD	W	9:00-11:50 am	room 118	Professor Amy Huelsman

#### **ART 39528 2D ANIMATION PRINCIPLES**

Introduction to basic principles, techniques, and processes involved in the development of 2D animation. Exercises and projects exploring the classical principles of animation as applied in a digital environment. Pre-requisites: Art 29526 Computer Imaging or Art 29530 Digital Photo 1.

1EF M 2:00-4:50 pm room 121 Professor Pilar Newton-Katz

## Electronic Design & Multimedia

# FALL 20 Page 2 @The Robinson Center/CCNY Art Department

**GPA 2.52** 

you must have a 2.5 GPA to be an art major

**ALL CLASSES ARE 3** 

**HOURS/3 CREDITS** 

**EXCEPT FOR I HESIS** 

SENIOR THESIS

is for BFA only.

Thesis proposals must

registration for THESIS.

Deadline for proposals is December 1 for SP20

be approved in the

semester BEFORE

May 1 for FA20.

ART 49598

#### ART 39540 WEB DESIGN 1

Interface design, information structuring and interactivity for the Web. Emphasis on design, utility and interactivity. Development of HTML documents & images, design and prototype testing of a logical information structure. Prereq: Art 29500 and 29526.

1AD M 9:00-11:50 am room 121 Professor Broderick Shoemaker 2PR Tu 2:00-04:50 pm room 121 Professor Stalgia Grigg

#### ART 39544 UX/UI DESIGN

Projects in user experience and user interface design for interactive media. Graphic design and front-end (web) design focusing on usability heuristics, information architecture, rapid prototyping and usability testing. Prereqs: 29510 Electronic Design 1 and 39540 Design for the Web 1.

5EF F 2:00-04:50 pm room 122 Professor Monique Saunders

#### **ART 39552 PROGRAMMING FOR ARTISTS**

Basic concepts of computer programming for visual artists though projects dealing with image processing, animation, and text manipulation. No prior programming knowledge required. Development of problem solving skills. Art 29526 Computer Imaging or Art 29530 Digital Photo 1 or permission.

5AD F 9:00–11:50 am room 121 Professor Stalgia Grigg

#### ART 39560 DIGITAL VIDEO 1

In-depth introduction to the creation of animation, interactive video, and motion graphics. Survey of ways in which electronic video images have been used in an art and design context using Adobe Premiere and Adobe After Effects. Strong Photoshop skills essential. Prereq.: Art 29526, or 29530.

3EF W 2:00–4:50 pm room 121 Professor Hajoe Moderegger

#### **ART 39570 3D IMAGING 1**

Overview of creative and technical aspects of 3D image creation on the computer. Modeling, texture maps camera and light sources, and rendering techniques for still image rendering and animation. Prereq: Art 29526 or permission of the instructor.

3AD W 9:00-11:50 am room 121 Professor Phil Birch

#### **ART 39580 GAME WORKSHIP**

This course teaches the fundamentals of game play design. Students are introduced to a variety of games and will work individually and collaboratively to create new online and app games, emphasizing an iterative design process incorporating animation, 3D modeling and programming. .

Prereq: Art 29428 OR Art 39552 OR Art 39570

5EF F 2:00–4:50 pm room 121 Professor Stalgia Grigg

Seminar exploring the visual language of image and type and its function in mass communications; syntax of video, audio and interactive works; and the aesthetic and social challenges raised in design for print,time-based media and telecommunications. Prereq: One 200-level Art History course.

1GJ M 6:15–9:05 pm room 118 Professor Brian LaRossa

ART 39590 CRITICAL ISSUES IN DESIGN, TECHNOLOGY AND NEW MEDIA

#### ART 49510 ELECTRONIC DESIGN 2

Continuation of ED I. Investigation of contemporary design styles and exploration of issues in typography and information design through advanced projects in publication design and graphic illustration. Prereq: Art 39510.

2PR Tu 2:00–4:50 pm room 119 Professor Yvette Francis

#### ART 49518 DESIGN AND PUBLISHING PROJECTS

An advanced exploration of the creative and production process for print media, organized around a semester-long group collaboration. Interdisciplinary collaborations will be encouraged. Prereq: 49510. 4KN Tu 9:00–11:50 am room 122 Professor Sherry He

#### **ART 49528 TOPICS IN ANIMATION**

Topics in animation chosen from among a variety of animation processes, methods, and techniques. Coursework includes both group and individual projects and may address topics such as rotoscoping, cutout animation, direct animation, puppet animation and claymation. Prereq.: Art 39528 or Permission. 4KN Th 9:00–11:50 am room 121 Professor Pilar Newton-Katz

#### ART 49590 DIGITAL DESIGN PORTFOLIO

Advanced projects and portfolio evaluation for students planning design careers. Graphic presentation techniques; the business of graphic design; career resources and business practices. Portfolio preparation; creation of self-promotion materials. Prereq: 3 300 level courses in the major and 49510.

2SU Tu 6:15–9:05 pm room 119 Professor Yvette Francis

2SU Tu 6:15–9:05 pm room 119 Professor Yvette Francis
4KN Th 9:00–11:50 am room 122 Professor Sherry He
5AD F 9:00–11:50 am room 119 Professor Carol Hamilton

#### ART 49598 SENIOR THESIS (BFA & BY PERMISSION ONLY WITH PROPOSAL)

Advanced design seminar to develop a sustained individual project in a major area of concentration. Semester-long project encourages extended development and the synthesis of communication skills and related design discipline. Final req. for graduation in the BFA. Prereq.: completion of all major requirements. 6 cr./6 hr.

4KN Th 9:00–11:50 am room 119 Professor Mark Smith