

COMMERCIAL ART

Commercial Art is a course of study that uses art as the basis for practical and creative commercial applications. Such applications studied are the creation of corporate identify and product design. Commercial Art is instrumental in the creation of a wide variety of client's needs, ranging from print to web design.

Career Opportunities

The career potential produces such jobs as web designer, graphic designer, product designer, packaging designer, typographer and film production.

Faculty

Taylor, Shuron

Commercial Art Courses

CART 71 Survey of Computer Graphics Studio (4.0 Units)

This course will introduce students to industry standard software packages used in visual communications. Students will be instructed in the basic use of draw, paint/photo, layout, multimedia, web, digital video, and 3D. Topics covered include: operating systems basics, drawing and painting on the computer, digitizing and editing sound and video and designing for interactivity.

Lecture Hours: 54.0; Lab Hours: 54.0

Transfer: Not transferable

CART 72 Adobe Illustrator (3.0 Units)

This course covers the fundamental elements of Adobe Illustrator including, design, color theory, typography and appropriateness for specified uses in the graphics industry.

Lecture Hours: 36.0; Lab Hours: 54.0

Transfer: Not transferable

CART 133 Digital Imaging (3.0 Units)

An introductory course that explores a fine arts approach to computer generated imaging using Adobe Photoshop.

Recommended Preparation: ART 112 or ART 113

Lecture Hours: 36.0; Lab Hours: 54.0

Transfer: Transfers to both UC/CSU

CART 134 The Art of Web Design (4.0 Units)

An overview of industry standard software used for creating web pages.

This course does not focus on HTML, or scripting language, but is focused on the development of effective communication design.

Lecture Hours: 54.0; Lab Hours: 54.0

Transfer: Transfers to CSU only

CART 160 Survey of Visual Communication Technologies (4.0 Units)

An overview of Adobe Creative Suite. Students are given the opportunity to sample professional digital design tools while applying the fundamentals of design. Recommended Preparation: Computer Literacy.

Lecture Hours: 54.0; Lab Hours: 54.0

Transfer: Transfers to CSU only