

SUBJECTS AND COURSES

COURSE DESCRIPTIONS - COMMERCIAL ART TECHNOLOGY (CAT)

CAT 101 Modern Commercial Art

PREREQUISITE: As required by college. This course provides students with a basic knowledge of the current tools and practices used in the commercial art industry. Emphasis is placed on computer terms, file management, hardware components, and software applications that include image editing, illustration, and layout. Upon completion, students will have an understanding of using the computer as a design tool in today's commercial art industry. **5 Credit Hours**

CAT 114 Electronic Graphic Application

PREREQUISITE: As required by college. This course introduces students to software applications in graphic productions. Topics may include production terms, image editing, illustration, and layout software applications. Upon completion, students should be able to use industry-standard production software packages. **5 Credit Hours**

CAT 118 Design Drawing

This is an introductory course using pencil, Conte crayon, and drawing instruments. Topics include perspective, space, relationships of design elements, light, shadow, and depth. Still life, landscape, fundamental gesture drawing and page design are introduced. Upon completion, students should be able to apply the fundamentals of drawing and area composition. **5 Credit Hours**

CAT 120 Digital Imaging

PREREQUISITE: As required by college. Note: There is a standardized Plan of Instruction for this course. This course introduces students to digital imaging software. Emphasis is placed on painting and editing, creating special effects, basic image corrections, photo retouching, preparing images for web publications and creating color separations. Upon completion, students should be able to identify the different tools, work with multiple layer images, retouch a photograph, create special effects and prepare an image for a web publication. Note: This course is also taught as GRD 116. **5 Credit Hours**

CAT 123 Layout and Design

CAT-101(Modern Commercial Art) with a grade of C or higher
PREREQUISITE: As required by college. Note: There is a standardized Plan of Instruction for this course. This course introduces students to layout and design principles using current software. Topics include importing, combining and manipulating text, graphic elements, and images for composite layout. Upon completion, students should be able to design and layout various projects at a professional level for production. Note: This course is also taught as GRD 112. **5 Credit Hours**

CAT 130 Principles of Design

This course introduces students to the traditional principles and elements of design. It promotes creative thinking to solve visual communication problems. Emphasis is placed on alignment, contrast, repetition, and proximity. Design concepts include symmetrical and asymmetrical design, as well as the importance of line, shape, texture, value, and color. Upon completion, the student should be able to use conscious awareness of design principles to create successful projects. **5 Credit Hours**

CAT 132 Basic Advertising Design

This course focuses on design assignments related to the commercial art field and introduces students to graphic design techniques. Focus is placed on creating and producing advertising design pieces. Emphasis is placed on accuracy, sizing, and craftsmanship. Upon course completion, the student should be able to apply creative thinking in design communications and should be able to produce advertising design from concept to completion. **5 Credit Hours**

CAT 152 Digital Photography

PREREQUISITE: As required by college. Note: There is a standardized Plan of Instruction for this course. This course introduces students to digital imaging techniques. Emphasis is placed on the technical application of the camera, digital photographic lighting methods, and overall composition. Upon completion, students should be able to take digital images and understand the technical aspects of producing high quality photos for various graphic reproductions. Note: This course is also taught as GRD 121. **5 Credit Hours**

CAT 180 Current Topics in Commercial A

This course is a survey of current trends in the commercial art industry and provides specialized instruction in various areas using current professional techniques. Emphasis is placed on specialized areas of commercial art. **5 Credit Hours**

CAT 232 Intermediate Advertising Design

CAT-132(Basic Advertising Design) with a grade of C or higher
This course includes advance design concepts and assignments. Emphasis is placed on various design elements including artistic rendering, photo illustrations, typography, and computer layout as applied to advertising campaigns. Upon completion, the student should be able to use his or her graphic arts skills to produce professional art work. **5 Credit Hours**

CAT 242 Advanced Advertising Design

CAT-132(Basic Advertising Design) with a grade of C or higher and CAT-232(Intermediate Advertising Design) with a grade of C or higher
This course allows students to create, design, and produce a corporate image project. Emphasis is placed on the development of the repetitive grids, using photographs as clip art, scanned images, and page layout software. Upon completion, the student should be able to apply manual and computer skills to advertising design projects. **5 Credit Hours**

CAT 260 Portfolio

This course provides the advanced student an opportunity to use previous commercial art training to design and produce a professional and marketable portfolio for final presentation. Emphasis is placed on a complete portfolio, resume, cover letter, and self-promotional piece. Upon completion, the student should be able to formulate portfolio qualify work for job interviews. **5 Credit Hours**

CAT 270 Website Development

PREREQUISITE: As required by college. This course focuses on the necessary technical tools and design principles used for creating and posting web sites. Emphasis is placed on software and the creation and maintenance of a web site. Upon completion, students should be able to design, implement and maintain a web site. **5 Credit Hours**

CAT 283 3D Graphics and Animation

CAT-114(Electronic Graphic Application) with a grade of C or higher and CAT-118(Design Drawing) with a grade of C or higher
This course is designed to tap the imagination of the student in a three-dimensional problem solving environment. Topics include a basic introduction to the concepts of 3D design and animation as applied to a design project. Upon completion, students should be able to create and animate objects in a three-dimensional environment. **5 Credit Hours**

CAT 292 Cooperative Work Experience

PREREQUISITE: As required by college. This course is designed for the student to obtain work experience in the commercial art profession. Emphasis is placed on instruction by a qualified professional in a work situation and on producing work meeting industry standards using current technology. Upon completion, students should be able to work in a professional creative environment with little or no supervision. **15 Credit Hours**