

CA - COMMUNICATION ARTS

LIAISON: Sandy Sanpei (845-9469, ssanpei@hawaii.edu)

WEBSITE: www.honolulu.hawaii.edu/ca

FACULTY: Sandra Sanpei

PROGRAM MISSION: The Communication Arts program’s mission is to serve the community as a learning-centered program that provides hands-on technical training. The two-year career and technical curricula is for entry level employment or skill upgrading in keeping with the demands of the design, publishing, and printing industries as well as the needs of the individual.



PROGRAM DESCRIPTION: Communication Arts is a graphic design program that integrates art and technology to communicate ideas and information for a wide range of visual communication needs such as: marketing collateral, advertising design, packaging design, and more, for print and digital media needs. The program provides a curriculum of technical and conceptual problem solving skills to encourage innovation, critical thinking and the application of formal design.

The Communication Arts program prepares students for entry level employment in graphic design, advertising design, desktop and on-line publishing, and includes all aspects of the publishing, printing and related services and industries.

To successfully complete the program, students must earn a grade of “C” or higher in all major courses with a “CA” alpha.

PROGRAM STUDENT LEARNING OUTCOMES (SLO): Upon successful completion of the CA program, students will be able to:

- Produce compositions utilizing the various steps of the design process: investigate client needs, do marketing research, define the design problem, problem solve, develop an idea/concept, thumbnails, layouts, comps and presentation art, prepare final art and produce mechanicals when necessary.
- Use tools, equipment and services to implement ideas for production. Techniques to include use of computer hardware, software, and service bureaus.
- Select appropriate software tools to achieve or maintain effective design solutions.
- Follow instructions to produce, modify, or output files according to client/project supplied criteria.
- Produce graphic design formats appropriate for delivery output while demonstrating the ability to meet deadlines, organize time and maintain schedules.
- Work independently as well as part of a team.

PROGRAM REQUIREMENTS:

Program Prerequisites:

Placement in ENG 100

MATH 24 or Placement in MATH 25 or higher

**Associate
in Science
Degree Credits**

General Education Requirements: *

<i>CA 100</i>	<i>Survey of Graphic Styles (Group III)</i>	3
<i>CA 101</i>	<i>Power of Advertising (Group V)</i>	3
	<i>Communications (Group I)</i>	3
	<i>Quantitative or Logical Reasoning (Group II)</i>	3
	<i>Natural Sciences (Group IV)</i>	3

Minimum Credits Required 15

First Semester

<i>CA 121</i>	<i>Art and Media Preparation I</i>	4
<i>CA 122</i>	<i>Copy Preparation</i>	4
<i>CA 123</i>	<i>Color Theory and Issues</i>	4
<i>CA 125</i>	<i>Beginning Graphic Design</i>	4
		<u>16</u>

Second Semester

CA 131	<i>Art and Media Preparation II</i>	4
CA 132	<i>Page Composition</i>	4
CA 135	<i>Typographic Design</i>	4
<i>General Education Requirements *</i>		6
		<hr/> 18

Third Semester

CA 142	<i>Page and Web Layout</i>	4
CA 143	<i>Prepress and Digital Printing</i>	4
CA 145	<i>Graphic Design</i>	4
<i>General Education Requirements *</i>		6
		<hr/> 18

Fourth Semester

CA 152	<i>The Business of Advertising</i>	4
CA 155	<i>Portfolio Presentation and Review</i>	4
Elective: (Choose one of the following)		1-4
CA 134	<i>Digital Photography (4)</i>	
CA 146	<i>Advertising Design (4)</i>	
CA 150	<i>Special Projects (4)</i>	
CA 193V	<i>Cooperative Education (1-4)</i>	
<i>General Education Requirement *</i>		3
		<hr/> 12-15

Minimum Credits Required

 64-67

* General Education requirements for the AS degree are listed under *DEGREES AND CERTIFICATES* and must be numbered 100 or higher.

COST OF TEXTBOOKS/SUPPLIES: The estimated cost of the two-year program for required texts and supplies is approximately \$2000.



ADVISORY COMMITTEE:

- Jim Meyers, Trade Publishing
- Ric Noyle, Ric Noyle Photography
- Richard Puetz, HMSA
- Lee Schaller, Lee Schaller Marketing
- Jason Suapaia, 1013