

# ART DEPARTMENT

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## Client Information

### Art Department as a whole

The Art Department at California State University, Sacramento (CSUS) introduces students to the expressive world of the fine arts. A wide variety of approaches to art based on both Western and non-Western cultures are integrated into courses that are orientated toward creativity, imagination and critical thinking. Students are able to explore art through courses in art education, art history, ceramics, electronic art, drawing, metalsmithing/jewelry, painting, printmaking, photography, and sculpture.

Studio experiences develop the creative and artistic skills necessary for mastery of established styles and for exploration of new ones. Art history classes provide an appreciation for and an understanding of our visual cultural heritage within a historical context. Both studio and art history classes reward students with an introduction to a lifetime appreciation of the arts.

Courses in art education provide an understanding of the behavioral aspects of art, with regard to the creator, the viewer, and the developing person.

Courses in the Art Department direct and foster creative and intellectual growth. Courses, programs, and exhibitions sponsored by the Art Department serve to engage students in the fine arts within a liberal arts context and to promote appreciation of the fine arts in the general student population.

Programs are offered that lead to the Bachelor of Arts degree in Art Studio, the Master of Arts degree in Art Studio, and the Art Minor (three areas: Art Education, Art History, and Art Studio). The department also offers pre-credential preparation for the Single Subject Teaching Credential in Art.

CSUS is an accredited institutional member of the National Association of Schools of Art and Design.

### Faculty and Staff

#### 1. Faculty

- Pattaratorn Chirapravati - Full-time; Art History / Asian Studies
- Rachel Clarke - Full-time; Painting-Drawing / Electronic Art
- Andrew Connelly - Full-time; Sculpture
- Sarah Flohr - Full-time; Painting-Drawing
- Dan Frye, Dept. Chair - Full-time; Metals-Jewelry / Art Education
- Ian Harvey - Full-time; Painting-Drawing
- Phil Hitchcock - Full-time; Painting-Drawing / Library Gallery Director

## Client Information Cont.

- Tom Monteith - Full-time; Painting-Drawing
  - Elaine O'Brien - Full-time; Art History
  - Robert Ortbal - Full-time; Sculpture
  - Scott Parady - Full-time; Ceramics
  - Catherine Turrill, Assistant Chair - Full-time; Art History
  - Anna Wagner-Ott - Full-time; Art Education
  - Robert M. Graham - Part-time; Electronic Art
  - Lynn Jones - Part-time; Art History
  - John Listopad - Part-time; Asian Studies / Art History
  - Brenda Louie - Part-time; Painting-Drawing
  - Milissa Pierce-Urlando - Part-time; Art Education
  - Rosi Prieto - Part-time; Art History
  - Dave Wetzl - Part-time; Painting-Drawing
1. Staff
    - Daniel J. Frye, Department Chair
    - Brenda Strong, Administrative Support Coordinator II
    - Sherry Arrowood, Administrative Support Assistant II
    - Kevin Ptak, Art Instructional Support Technician III

## Areas of Study

The Art Department is in charge of the following areas of study:

2. Art Education
  - Provides a subject matter preparation program in art education for students who want to become teachers in the public schools, teachers in after school programs, or art education facilitators in museums and art galleries.
  - Students completing the program receive a Bachelor of Arts degree in Art Studio (with course work in art education) and are eligible to apply to the Professional Education Program in the College of Education to complete additional teaching requirements. Upon completion of the Professional Education Program, students will receive a preliminary teaching credential in art.
  - Many graduates find teaching positions in elementary, middle and secondary schools within California, while others choose teaching positions in the private sector. Graduates also work in galleries, museums, or special education facilities, while others become entrepreneurs who open

## Client Information Cont.

### 1. Art History

- The Art History curriculum provides a full range of courses in Western and non-Western art, criticism, and visual culture from pre-history to the present and from many perspectives, formal and contextual.
- Art History is available as both a minor and, effective Fall 2004, as a concentration in the Art major. Art History courses **also are taken by students majoring in entirely different subjects**, and can be used towards the majors in Graphic Design, Interior Design, and Photography. Some lower division courses in Art History and Art Appreciation **can be used to fulfill General Education requirements**.
- The Art History concentration is ideal for students who seek an interdisciplinary liberal arts education that also develops their visual talents and inspires appreciation for human creativity across time and place.
- The Art Department and three student art clubs sponsor numerous exhibitions, lectures and events that bring exciting local, national, and international artists and art professionals to campus.

### 2. Barrio Art

- It is one of the most significant community outreach programs sponsored by the University and has been a model for arts-based service learning programs at other colleges and universities. There are **two established program sites** and five Barrio Art Program components.
- The main site is the Washington Neighborhood Center, a cultural center located in downtown Sacramento. Here the Barrio Art Program offers programs of evening classes in several areas: the Children's Component (serving children from grades K-6); the Anciano Component (serving adults and the elderly); and the Cultural Component with the Danza Azteca (Aztec Dance: indigenous art and culture).
- The second program site, La Raza Galería Posada, is a highly regarded community art center offering shows and educational programs that celebrate Native American, Chicano, and Latino art and culture.
- The last Barrio Art Program component is the Mural Project, in which students are introduced to mural painting in the tradition of the Mexican Mural Movement. This type of collaborative art is also a community service and has a long-standing history in the city of Sacramento and on the University campus, where **the most visible product is the mural by artist Ed Rivera on the façade of Lassen Hall**.

### 3. Ceramics

## Client Information Cont.

1. Drawing/Painting
  - Drawing courses introduce various techniques and approaches in drawing using pencil, charcoal and pastel. Courses include direct-observational drawing from the model, still life and landscape. Advanced classes continue the investigation of drawing.
  - Painting courses introduce various techniques and approaches in painting using oil, acrylic and watercolor media. Courses include direct-observational painting from the model, still life and landscape. Advanced classes continue the investigation of painting with opportunities for self-directed study.
2. Electronic Art
  - The courses within this area explore various approaches to digital imaging, time-based, 3D computer modeling and interactive media. Software used includes Photoshop, Corel Painter, Blender 3D, Flash and Final Cut Pro. Each class is taught within the context of new media culture and contemporary art practice.
3. Metalsmithing/Jewelry
  - Students work with traditional jewelers' tools and equipment. Students also have the option of working in a variety of semi-precious and precious metals. Open studios accommodate students who wish to develop their style and improve their technique.
4. Photography
  - Photography is a joint major, shared with the Department of Design. Details relating to the Photography area can be found on the Department of Design's website:
    - <http://www.csus.edu/design>
5. Printmaking
  - Etching and Engraving
    - Both are intaglio techniques meaning that a plate is developed with textures, recessed lines, or embossment that is inked and then wiped clean. Each, edge or change of surface captures ink when the plate is wiped and smooth areas produce white areas. Moist paper is forced into the plate and extracts the image areas from textures or recessed areas. The ink on a printed engraving or etching stands up, embossed, by the printing process.

## Client Information Cont.

- mined by carving away the white (non-printing areas.) The top surface of the printing element is rolled with ink and the lower portions are left clean. Usually the resulting print has crisp edges and clean whites.
  - Lithography
    - Lithography is a chemical printing process. The image is determined by the inability of water and oil to mix. Originally invented with a limestone-printing base, the process has evolved to include printing from aluminum, mylar, and even silicone. New products enable prints to be made directly from laser printed mylar surfaces.
    - In stone lithography the limestone can absorb both oil and water. An artist can draw on limestone with oil-based crayons and, after moistening the surface, grease based ink can be rolled onto the drawing. This ink can then be transferred under pressure to paper.
  - Silkscreen
    - Stencils require a strategy for retaining the “center of a doughnut.” Shapes within shapes need to be held in place while the artwork is inked. Elegant stencils are created by woven silk mesh and paper or other stencil materials that allow the artist to create complex shapes.
    - It allows printing on a variety of surfaces and is an economical way of putting rich layers of color onto paper.
1. Sculpture
    - No overview provided.

## Department Events

The Department of Art sponsors numerous free public events at Sacramento State every year, ranging from exhibitions and installations in the two Kadema Hall galleries (Else and Witt) to lectures, panel discussions, workshops, and symposia at venues throughout the campus. The events are posted on the Sac State Campus Calendar of Events.

Every semester, there is full array of art exhibitions by faculty, students, and visiting artists in the Else and Witt Galleries in Kadema Hall. All of the artistic media taught in the Art Department are represented. Most of the shows are designed and installed by Art students. Speakers, topics, and dates of additional art and art history lectures will be included on the Art Section of the Calendar of Events.

Art faculty, staff, students, and alumni frequently give lectures or exhibit their work in this region.

## Client Information Cont.

### Art Galleries

There are three art galleries sponsored and supported by the Art Department. The **Else Gallery** and **Witt Gallery** are located in Kadema hall, and the **University Library Gallery** located on the first floor of the Library.

1. The (Robert) Else Gallery in Kadema Hall
  - The Else Gallery is named after an emeritus member of the Art faculty, Professor Robert Else. **It serves as a student art gallery, and in particular, is a showcase gallery for the work of Art Department graduate students.** Exhibitions hosted in the Else Gallery include the Student Award Show, the Graduate Student Exhibition, and the one-person shows by graduate Art students.
  - All of the exhibits are funded by a Sacramento State Associated Students Incorporated (ASI) grant, which is \$500 maximum per each exhibition.
  - They have to submit a Proposal Page that meet all of its requirements in order to be of/have their own exhibit. The link below is where you will find said Proposal Page: <<http://www.al.csus.edu/art/proposals.php>>.
2. The (Raymond W.) Witt Gallery in Kadema Hall
  - The Witt Gallery takes its name from Professor Raymond Witt, an emeritus member of the Art faculty who also endowed the Raymond and Joyce Witt Scholarship. **It serves as a student gallery and as a showcase gallery for the work of Art Department undergraduate students.** The exhibition schedule includes the Graduating Seniors Show.
  - Each year, as many as 20 exhibitions organized by Sacramento State faculty and students, are mounted in the Witt Gallery.
3. University Library Gallery
  - The University Library Gallery is operated by the School of the Arts (SOTA). **It shows the work of nationally and internationally significant artists.**
  - The Library Gallery is part of the concept of making CSU Sacramento the “campus of the arts.” Located on the first floor of the University Library, it occupies a central position on campus where it can be accessed by CSUS students, faculty and staff, and by the people from the larger regional community. The Library Gallery serves the educational mission of the University by introducing nationally and internationally significant art to the campus and to the Sacramento region.
  - The Gallery is intended not only for the installation of art exhibitions,



## Client Information Cont.

- other arts-related events. It is open to everyone from 10:00 am to 5:00 pm, Tuesdays through Saturdays. Admission is free.

### Awards Show

Any undergraduate or graduate student who is enrolled in classes at Sacramento State in the Fall 2011 or Spring 2012 semester may apply for inclusion in the 2012 Awards Show. All participants in the Awards Show also are eligible for consideration for certificate awards. However, eligibility for scholarship awards varies depending on students' academic programs and classifications (described below). Furthermore, no student can earn the same scholarship award twice.

There are four award categories in Studio Art this year:

#### 1. Undergraduate

- R. W. Witt Scholarship Award in Studio Art: for any Sacramento State student with a declared minor or major in Art or Photography. All media are eligible.
- Frederick M. Peyser, Sr. Prize in Studio Art: for any Sacramento State undergraduate; only two-dimensional media are eligible (painting, photography, printmaking, mixed media on paper, and new media in two dimensions, such as digital images, animation, video, and interactive works).
- University Art Product Award: for works of art in ANY medium that are submitted by Sacramento State undergraduates with a declared major in Art and an overall GPA of 3.0.

#### 2. Graduate

- Increase Robinson Memorial Fellowship Award: for classified graduate students in Studio Art. Entries may be in any medium.

There also is one award category in Art History:

- R. W. Witt Scholarship Award in Art History: ANY undergraduate student with an Art/Photography major or minor, and any classified graduate student in Art (including the Special Major MA), may compete.

### Festival of the Arts

Every year the Art Department participates in the Festival of the Arts. The department shares the week long schedule with many other departments within the College of Arts and Letters—Music, Design, Film, English, Theatre and Dance—showcasing works from its varied programs—as listed

## Client Information Cont.

tions mainly in on of its three galleries—Else, Witt and University Library. The department also participates in U-Nite—University Night— at The Crocker Art Museum in downtown Sacramento. Last year the festival took place during spring—week of April 14–21, 2012.

The following websites provide more information and visuals provided by Sacramento State about the Festival of the Arts:

1. The Festival of the Arts Schedule
  - <http://www.al.csus.edu/festival/>
2. U-Nite information
  - <http://www.u-nite.info/Home.html>

### Art Ball

The Art Ball is the annual fine art celebration of work by the University's students and faculty. It features the best of student paintings, sculpture, drawing, metal work, ceramics, and electronic art. These events and exhibits are showcased in four locations: Kadema Hall—Else and Witt Gallery, Art Sculpture Lab, Mariposa Hall and University Library Gallery. There is live music as well as free food and refreshments.

The Art Ball is presented by the Art Department with the assistance of Sacramento State's Alumni Art Chapter and began about 15 years ago as a reception for art graduates. About five years ago it branched out to include faculty, and is continuously growing.

The following website contains detailed information of last years Art Ball:

- <http://www.csus.edu/sacstatenews/Articles/2012/04/Art-Ball201204-26-12.html>

### Campus Artwork

The University has a large collection of outstanding artworks displayed across campus from regional artists, CSUS faculty and emeritus faculty. These displays are located in the University Library Gallery, Alumni Center, on Campus Grounds—installations, and featured amidst Kadema Hall.

## Client Information Cont.

## 1. University Library Gallery



Oliver Jackson "Yes"



Ruth Rippon "Waiting"



William Wareham "Arequipa"



William Wareham "Arequipa" 2

## 3. Kadema Mural

- For the past several years, the walls of the north breezeway of Kadema Hall have provided a surface for a changing series of large-scale mural paintings. Famous images from the history of art have been recreated by CSUS Art Appreciation students. Assisted by their professor, Elaine O'Brien, and her teaching assistant, professional muralist Stephanie Taylor, the students worked together based on their favorite visual cultures: African and Egyptian; Asian; Mexican and Chicano; Renaissance, Modern, Surrealist, Pop, and Contemporary.
- The collages were created of iconic works of art—the head of Nefertiti,

## Client Information Cont.

- Keith Haring's dancing dogs—were projected and traced onto the wall. The result was a unique pastiche, a playful and sincere celebration of the history of art.
- The following website was created for the process of the mural:
  - [http://www.cruxdesign.com/kadema\\_mural.html](http://www.cruxdesign.com/kadema_mural.html)

## Client Information Summary

1. Art Department as a whole
  - Courses in the Art Department direct and foster creative and intellectual growth. Courses, programs, and exhibitions sponsored by the Art Department serve to engage students in the fine arts within a liberal arts context and to promote appreciation of the fine arts in the general student population.
  - Students are able to explore art through courses in art education, art history, barrio art, ceramics, drawing/painting, electronic art, metalsmithing/jewelry, photography, printmaking and sculpture.
  - CSUS is an accredited institutional member of the National Association of Schools of Art and Design.
2. Department Events
  - Every year numerous exhibitions and installations by faculty, students and visiting artists are held in both the Else and Witt Gallery's. All of the areas of study within the department are represented within each event.
3. Art Galleries
  - The Else Gallery in Kadema Hall serves as a student art gallery, and in particular, is a showcase gallery for the work of Art Department graduate students. Exhibitions hosted in the Else Gallery include the Student Award Show, the Graduate Student Exhibition, and the one-person shows by graduate Art students.
  - The Witt Gallery in Kadema Hall serves as a student gallery and as a showcase gallery for the work of Art Department undergraduate students. The exhibition hosted in the Witt Gallery includes the Graduating Seniors Show.
  - University Library Gallery, on the first floor of the University Library, serves the educational mission of the University by introducing nationally and internationally significant art/artists to the campus and to the Sacramento region. It is operated by the School of the Arts (SOTA).

## Client Information Cont.

- Any undergraduate or graduate student who is enrolled in classes at Sacramento State during the current semesters may apply for inclusion in the Awards Show and are also eligible for consideration to receive certificate awards.
1. Festival of the Arts
    - Every year the Art Department participates in the week long celebration of the arts. Most departments from the College of Arts and Letters—Music, Design, Film, English, Theatre and Dance—showcase works from all of the areas of study. The exhibitions take place displayed in the Else, Witt and University Library. The department also participates in U-Nite at the Crocker Art Museum.
  2. Art Ball
    - The Art Ball is the annual fine art celebration of work by the University's students and faculty. Exhibits are featured in the Else, Witt, University Library Galleries as well within the Art Sculpture Lab and Mariposa Hall.
  3. Campus Artwork
    - The University hosts a campus-wide collection of works from regional artists, CSUS faculty, emeritus faculty, graduate and undergraduate students. The displays are paintings and sculptures within the University Library Gallery and Alumni Center, installations on the Campus Grounds, and large murals featured on the walls of Kadema Hall.

## Audience

### General Public

- Population of Sacramento County, California in 2011: 1,436,105  
(one million, four hundred thirty-six thousand, one hundred and five)  
<http://quickfacts.census.gov/qfd/states/06/06067.html>

### CSUS Students

<http://www.cappex.com/colleges/California-State-University-Sacramento>

- Alumni
- Current  
Current enrollment: 27,033
- Parents and Friends

### Artists

- Sacramento area artists

### Gallery Owners

- Elliott Fouts Gallery [www.efgallery.com/](http://www.efgallery.com/)  
1831 P Street  
Sacramento  
(916) 736-1429  
We are an art gallery located in Sacramento, CA specializing in original fine art with an emphasis on landscape and still life painting.
- B Sakata Garo [www.bsakatagaro.com/](http://www.bsakatagaro.com/)  
923 20th Street  
Sacramento  
(916) 447-4276  
Son of a Japanese farmer, Barry Sakata with an advanced USC degree he opened his very sophisticated gallery.
- Smith Gallery [www.smithgallery.com/](http://www.smithgallery.com/)  
1020 11th Street  
Sacramento  
(916) 446-4444  
A very large, 4000 square foot, fine art gallery with an emphasis on California Landscapes and Sacramento Images.
- Art Foundry Gallery [www.artfoundrygallery.com/](http://www.artfoundrygallery.com/)  
1021 R Street  
Sacramento  
(916) 444-2787  
Website not available

## Audience Cont.

**Gallery Owners Cont.**

- Solomon Dubnick Gallery [www.sdgallery.com/](http://www.sdgallery.com/)  
1021 R Street  
Sacramento  
(916) 444-3868  
“We will no longer be maintaining a traditional stone-and-mortar gallery for the foreseeable future, we will, during this period, continue to put on periodic special exhibitions and are still available by appointment for sales and evaluations.”
- Verge Center for the Arts [www.vergeart.com/](http://www.vergeart.com/)  
625 S Street  
Sacramento  
(916) 448-2985  
Mission Statement: The mission of Verge Center for the Arts is to expose the Sacramento art region to internationally recognized contemporary art, while providing vital resources to local career and emerging artists. In 2010 VCA relocated to a 22,000 square foot warehouse in the heart of downtown Sacramento, and is now a 501(c)3 non-profit arts organization. Recognizing Sacramento’s desire for a thriving contemporary arts center, Powell led the formation of a new, nonprofit venture that will house artist studios on site, provide expansive gallery space, feature community education, and provide a one-of-a-kind printmaking lab.
- The Artisan Building [www.artisansacramento.com/](http://www.artisansacramento.com/)  
1901 Del Paso Boulevard  
Sacramento  
(916) 648-0260  
The Artisan at Uptown has become a cornerstone in the redevelopment of Del Paso Boulevard and the Uptown area. Voted Best Creative Convergence as a venue in Sacramento Magazine, the Artisan combines beautiful, fluid design with practical function. There is no other venue in Sacramento showcasing an art gallery, performing arts theater, concert/wedding venue and cafe all under one roof.
- Beatnik Studios [www.beatnik-studios.com/](http://www.beatnik-studios.com/)  
2421 17th Street  
Sacramento  
(916) 443-5808  
An unconventional, collaborative, photography studio.

## Audience Cont.

**Gallery Owners Cont.**

- Barton Gallery      [www.sacartz.com/](http://www.sacartz.com/)  
1723 I Street  
Sacramento  
(916) 443-4025  
Located next door to Michelangelo's, featuring original art by local artists and Gregory Barton's Bronzes, and providing a unique venue for private catered events.
- Kennedy Gallery & Framing      [www.mmkgallery.com/](http://www.mmkgallery.com/)      <http://www.kennedygallery.net/>  
1114 20th Street  
Sacramento  
(916) 446-1522  
New website-redirect.

**Art Educators**

- Montessori Schools  
60+ Montessori school in Sacramento area
- Elementary Schools <http://www.scusd.edu/>  
50 Elementary schools in the Sacramento City Unified School District  
7 K-8 Schools in the Sacramento City Unified School District  
2 multiple grade schools in the Sacramento City Unified School District  
8 Middle Schools in the Sacramento City Unified School District  
13 Charter Schools in the Sacramento City Unified School District
- High Schools  
13 High Schools in the Sacramento City Unified School District
- Community Colleges      <http://www.areavibes.com/sacramento-ca/education/> 30 total Universities and colleges in Sacramento  
<http://www.losrios.edu/> Los Rios District:  
American River  
Consumes River  
Folsom Lake  
Sacramento City

**Other Colleges and Universities**-not law, medicine, or on-line

- The California State University      [www.calstate.edu/](http://www.calstate.edu/)
- The Art Institute of Ca.      [www.artinstitutes.edu/sacramento/](http://www.artinstitutes.edu/sacramento/)
- University of San Francisco Sac      [www.usfca.edu/regions/sacramento/](http://www.usfca.edu/regions/sacramento/)
- Hispanic Association-Colleges & University      [www.hacu.net/](http://www.hacu.net/)

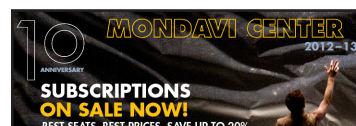


## Competition

### Professional—Mondavi Center

There are many professional art organizations in the Sacramento area. One of the biggest companies is the Mondavi Center. The Mondavi Center hosts more than 100 performances each year, with 85,000-100,000 attending. The majority—about 85 percent—come from either the Davis area or Sacramento and its suburbs. Students make up a healthy portion of the Mondavi Center audience, with student-priced tickets accounting for 10.6 percent of all ticket sales in 2011–12.

Mondavi Center explores the full range of the performing arts, from the traditional to the innovative, and from diverse cultures and disciplines through presentation, education, public service, and research. As part of the UC Davis mission as a land grant university, Mondavi Center provides outstanding cultural programming, support for the University's academic departments, and a professional laboratory to train students in the performing arts. Mondavi Center is committed to maintaining state-of-the-art, world-class performance facilities and providing the highest quality experience for both artists and audiences. Our mandate is to maintain a balance between our regional responsibility, fiscal responsibility, artistic integrity, and the educational mission of the University of California.

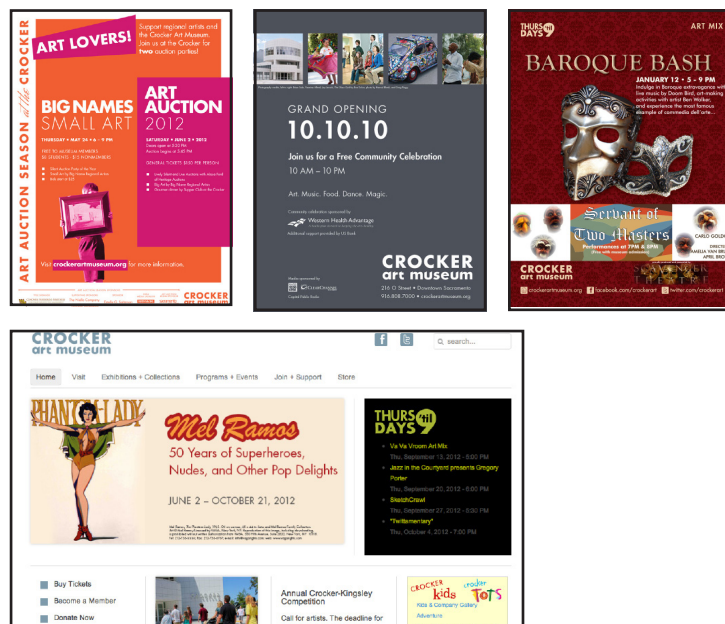


## Competition Cont.

**Professional—Crocker Art Museum**

One of the other companies is the Crocker Art Museum. The longest continuously operating art museum in the West, the Crocker Art Museum was founded in 1885 and remains the leading art institution for the California Capital Region and Central Valley. The Museum, which is housed in one of the finest examples of Victorian Italianate architecture in the United States, offers a diverse spectrum of special exhibitions, events, and programs to augment its collections of California, European, and Asian artworks, and International Ceramics. Annual attendance of 150,000.

The Crocker serves as the primary regional resource for the study and appreciation of fine art. The Museum offers a diverse spectrum of special exhibitions, events, and programs to augment its collections of Californian, European, Asian, African and Oceanic artworks, and international ceramics. The Crocker Art Museum is the only museum in the Sacramento region accredited by the American Association of Museums, a recognition given to less than 800 of the nation's 17,500 museums. AAM accreditation certifies that a museum operates according to standards set forth by the museum profession, manages its collections responsibly and provides quality service to the public.



## Competition Cont.

**Academic—UC Davis**

While there are a variety of universities in the Sacramento area, one of the biggest competitors is UC Davis. About 64% of the student population is in an art or design major. Therefore, most of the promotional material is guided towards them, but they also target donors and alumni. One of the biggest donors comes from Margrit Mondavi who donated \$2 million towards their Art Museum Project.

UC Davis' Art department offers programs in Art History, Art Studio, and Technocultural Studies. Within their department is the Richard L. Nelson Gallery. The Richard L. Nelson Gallery was dedicated in 1976 in memory of the first Chairperson of the Department of Art at UC Davis. Established as an exhibition venue and teaching resource for the Art Department, the gallery program also serves the campus population, art communities, and general public of Northern California and the Central Valley.



## Competition Cont.

**Academic—Cal Arts**

One of the other academic competitors is CalArts. Similar to UC Davis, about 64% of the student population is in an art or design major. Which also means that their promotions are geared toward the current students and potential former students.

CalArts offers programs in fine arts, graphic design, and photography. The mission of their school of art is to actively promote both the creative environment and the intellectual context for artistic experimentation. The School's programs prepare graduates to thoughtfully challenge the prevailing conventions of artistic expression, develop new forms, and become innovators and leaders in their chosen fields.



## Competition Cont.

**Academic—American River College**

American River College also offers a variety of art majors. In their Fine and Applied Arts Department they offer: Art, Art/New Media, Culinary Arts/Hospitality Management, Fashion, Interior Design, Music, and Theatre Arts. Within the Art major, ARC offers specialties in Studio Art, Art History, and specialty courses in Gallery management, children's art, artists' materials and techniques, portrait, collage and assemblage, character design, facial expression and anatomy, figure drawing and figure sculpture.

At the ARC Art Department we feel that our main strength is that we are good at our primary job: To teach, and mentor artistic explorations. We create an environment where others can build a sense of personal freedom and develop cutting-edge attitudes. The department maintains an educational environment that respects and accommodates a diversity of individual backgrounds, abilities, interests and opinions. It offers opportunities for lifelong learning and continuing education. It recognizes student achievement through awarding degrees. The department also prepares students to transfer to and succeed at a four-year institution, and beyond.





## Competition Cont.

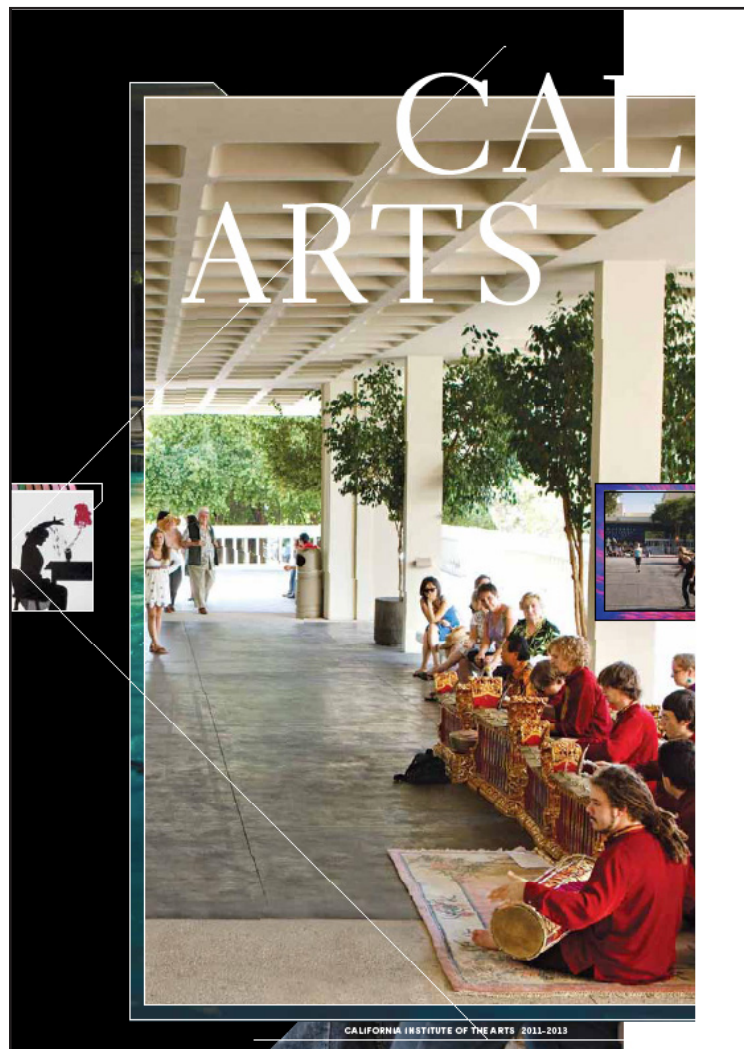
## What others have done.



Hierarchy wise, there is a strong direction where the eye goes. The upside-down uppercase A is a strong point of interest and is utilized to point the direction of information. Although the museum is important and its address, the exhibition takes precedence over them. The design of the piece also has a strong grid that the designer(s) used to organize the piece.

Competition Cont.

**What Others Have Done Cont.**



The use of a grid system in a design helps to organize the space in order to create order by helping to establish a starting point for the eyes. In this design, there is a robust grid system utilizing not only vertical and horizontal grid but also a triangular one that also reflect the positions of the people in the photograph used.

## Competition Cont.

## What Others Have Done Cont.




We again see here a grid with three sections. Designers shouldn't limit themselves to just one section of the grid but also combine sections to create a dynamic composition. Hierarchy is achieved with the use of colors and type sizes. The largest text are the headlines, then the body text, and finally, the smallest sizes belong to references and side notes.



## Competition Cont.

## What Others Have Done Cont.




**Foundations in Art: Theory and Education**  
 PROFESSIONAL AFFILIATION WITH CAA, BECAA, and MACAA

Winter 2011 FATE Newsletter

FATE IS A NATIONAL ASSOCIATION  
DEDICATED TO THE PROMOTION OF  
EXCELLENCE IN THE DEVELOPMENT AND  
TEACHING OF COLLEGE-LEVEL FOUNDATION  
COURSES IN BOTH STUDIO AND ART HISTORY

[wwwFOUNDATIONS-art.org](http://wwwFOUNDATIONS-art.org)



In 2010, FATE and CAA joined an into conference titled "CONVERGENCE". Now as they enter the new decade from the conference of the WASHINGTON and COLUMBIA RIVERS, the 2011 FATE/MACAA Conference from early spring through FATE/MACAA returns the convergence of the Midwest and Missouri rivers. Our "On Stream" with FATE and MACAA is presented by Dr. Leann, Missouri as we continue across the course for excellence in foundation education.

**The President's 250**—[SCOTT BETZ]

Happy New Year everyone and happy conference year as well!

Jeff BOSWELL, our Vice President for Biennial Conference, has coordinated another gem in the FATE conference crown with "On Stream". This time around we are collaborating with two other organizations- Mid America College Art Association (MACAA) and Integrative Teaching International (ITI) in order to frame the larger picture of Foundations learning and its importance throughout the university experience. I also salute all the St. Louis local heroes who have helped us strategize creative content, event locations and the people power to make this the most diverse and successful conference exchange to date. There are many new opportunities for you and your students as we convene this Spring. ITI starts out with a bang with the Wednesday special curriculum development workshops. We'll slow the pace down on Friday morning for a concerted look and discussion about creativity from a variety of voices new to the usual FATE slate. Later, our FATE and MACAA member's exhibition will be flanked by an international student online exhibition.

You'll read more about all details inside but I do want to impress upon you your opportunity to help drive the leadership of this organization and to participate in the board elections early Friday morning at the conference. You can vote by proxy if you are unable to attend the meeting. Please take time to consider the nominations because I think we have some great people ready to take FATE further.

**I'll see YOU in St. Louis!**

This more recent version of the page listed above streamlined the organization and combined the two right-hand sections of the grid into one. Careful considerations should be practiced here regarding text. The average line length for text is 66 letters wide, any longer than that would cause readability problems. The body text you see above approaches the 75+ limit due to the body text's small size. Perhaps increasing the size of the body text or breaking apart the columns would fix that problem.

Competition Cont.

**What Others Have Done Cont.**



Again, another good example of strong hierarchy. Though the huge round forms and the large title are competing for attention, the focus remains at the top area where the most vital part of the poster resides. Negative space is activated by creating a rectangular closure by the use of the rectangular shapes at the top and bottom together with the half circles on the bottom left.

Competition Cont.

**What Others Have Done Cont.**



## Competition Cont.

## What Others Have Done Cont.

**PORTFOLIO MAILING LABEL**

**This label must be securely affixed to your portfolio package. To guarantee proper review of your portfolio, please fill out the label completely. Be sure to indicate the school and program to which you are applying.**

An application must be received before a portfolio can be considered.

Do not enclose your application in the same package as your portfolio; this will delay the review of your application to CalArts.

An applicant sending portfolios for multiple programs must submit each portfolio separately, including separate, complete portfolio information forms and corresponding portfolio mailing labels.

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**CALARTS**

**OFFICE OF ADMISSIONS**  
**24700 MCBEAN PARKWAY**  
**VALENCIA, CALIFORNIA 91355-2340 USA**

Applicant's Name \_\_\_\_\_

☐ BFA   ☐ BFA Transfer   ☐ MFA   ☐ MA   ☐ DMA

☐ ART   ☐ CRITICAL STUDIES   ☐ DANCE   ☐ FILM/VIDEO   ☐ MUSIC   ☐ THEATER

PROGRAM \_\_\_\_\_ ☐ 3rd Party Artwork Designated Media Concerns (See applicant's)

In this mailer label there are two sections which is divided by the dashed line in the middle. This label is designed to be torn in half with the CALARTS sticker mounted on the package. Again there is hierarchy in the levels of information presented.

Competition Cont.

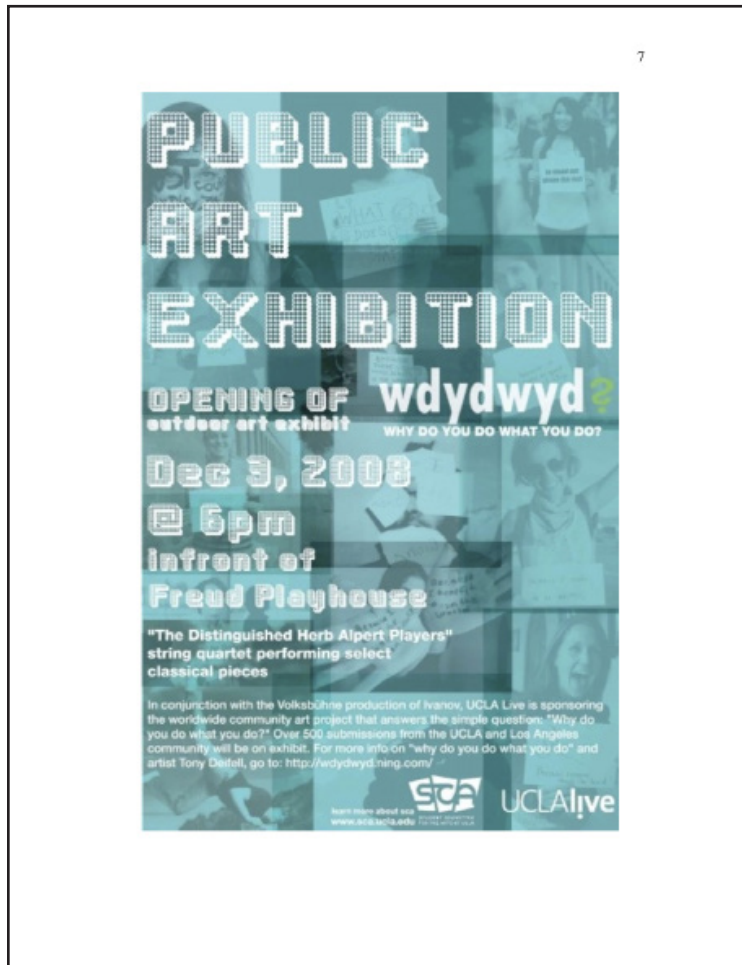
**What Others Have Done Cont.**



There are two sections in this postcard. One has the graphics and the hook while the other section contains the organization's mark and announcement. Flow began from the "moving" circles leading to the "got art?" hook then the eyes see the SCA mark in the bottom left corner which then goes to the right of that mark to the Project arts logo.

Competition Cont.

**What Others Have Done Cont.**



Competition Cont.

**What Others Have Done Cont.**

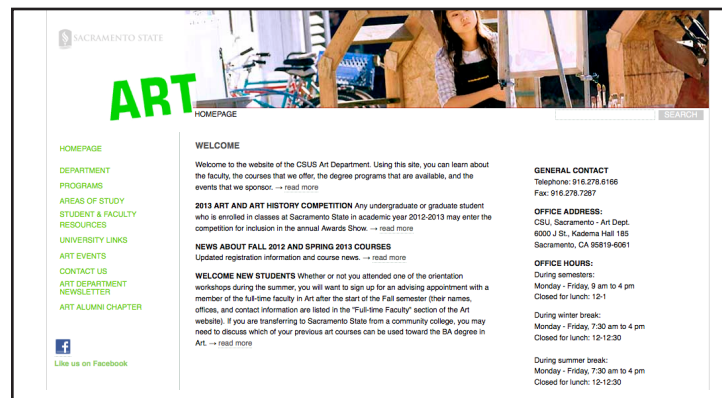


Kaley Basham  
GPHD 145

## Systems


### Website

- white background
- gray logo (low contrast)
- lime green text for title and links; no apparent thoughtfulness in the placement of the word “art”
- subhead on each page is sans-serif all caps bold font
- body copy is a sans-serif regular type



### Alumni Chapter Brochure

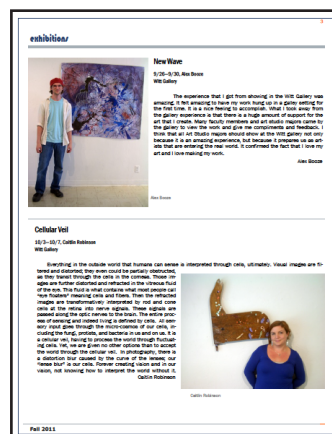
- tri-fold brochure
- black type on white background
- all in black and white
- serified font, bold subheads, and regular body copy

<p><b>Entry Form Due May 4, 2012</b> Please print clearly and complete both sides of the form. Incomplete entries will be refused.</p> <p>Name: _____ Address: _____ City/State/Zip: _____ Phone Number: _____ Email Address: _____ Year(s) of Graduation: _____</p> <p>Current Chapter Members pay a reduced entry fee of \$16. Non-members pay \$20 (for up to three works).</p> <p><b>Join the Alumni Association! Fee in my copy includes Art Chapter membership.</b></p> <table border="0"> <tr> <td>Individual:</td> <td>\$50</td> </tr> <tr> <td>Current Student:</td> <td>\$20</td> </tr> <tr> <td>Former grad (2010 to present):</td> <td>\$30</td> </tr> <tr> <td>Young membership:</td> <td>\$30</td> </tr> <tr> <td>Gift (currently suspended, or Executive Faculty and Staff):</td> <td>\$35</td> </tr> </table> <p>Student \$ _____</p> <p><b>ENTRY FEES</b> (check or appropriate) <input type="checkbox"/> \$16 <input type="checkbox"/> \$20 <input type="checkbox"/> \$30 <input type="checkbox"/> \$35 <input type="checkbox"/> \$30</p> <p>Please pay with check or money order to: Sacramento State Alumni Art Chapter, 1215 McLaughlin Way, Corvallis, OR 97331. For information call: 531-463-7370.</p> <p><b>ENTRIES MUST BE RECEIVED BY 5PM, SATURDAY, MAY 4, 2012</b></p>		Individual:	\$50	Current Student:	\$20	Former grad (2010 to present):	\$30	Young membership:	\$30	Gift (currently suspended, or Executive Faculty and Staff):	\$35	<p><b>SACRAMENTO STATE</b> <b>Alumni</b> <b>ART CHAPTER</b></p> <p></p> <p><b>Open Show</b> <b>Entry Form</b> <b>June 4-29, 2012</b></p> <p>Robert Elze Gallery Kadema Hall Sacramento State</p> <p>Artist: Ian Harvey Professor Department of Art California State University, Sacramento</p>
Individual:	\$50											
Current Student:	\$20											
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Gift (currently suspended, or Executive Faculty and Staff):	\$35											

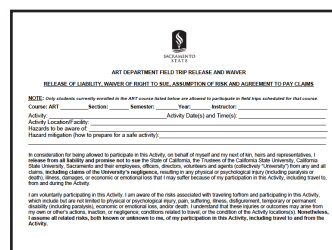


- uses the same lime green “art” word on the website as their profile picture

- color palette is light gray, black, white, navy, and orange
- looks like bauhaus type for title and subhead
- sans-serif for body copy
- looks like condensed sans-serif type for captions
- no grid
- all of the newsletters are the same layout



- black type
- sans-serif
- single column
- centered type for title and main heads and left align for body
- some have all caps for heads and some do not
- some have sac state logo on top center and some do not

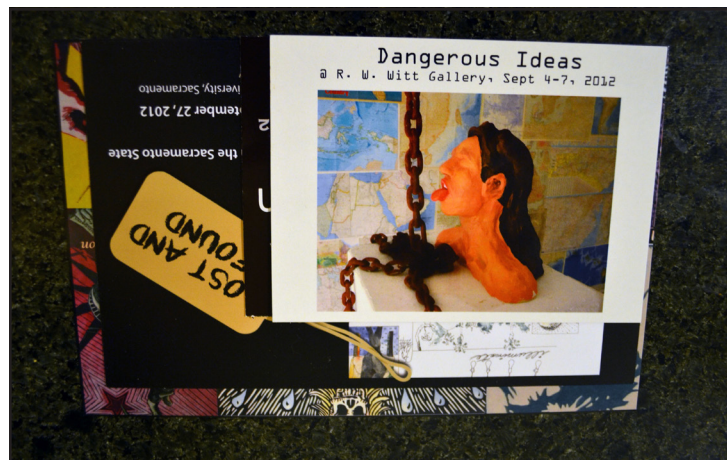
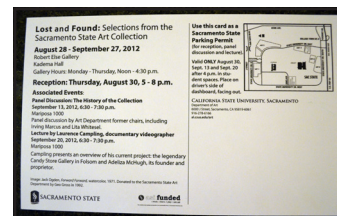
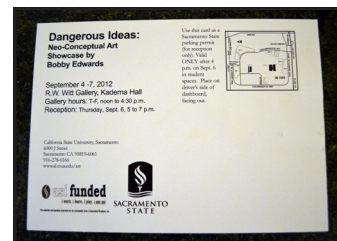
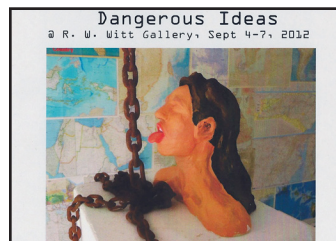


Kaley Basham  
GPHD 145

## Systems Cont.

### Print Items


- mostly postcards
- often uses one picture on the front (with little to no type) although sometimes it is just packed full of type
- all type on the back (often in a larger font)
- inconsistent paper—some thicker than others, some glossy, some more semi-gloss, etc.



## Systems Cont.

**Faculty Order Form**

- uses logo with the “Department of Art” underneath. I did not see this applied to very many pieces.

		<b>SACRAMENTO STATE</b> Department of Art		<b>Order Form</b>	
Name		Vendor:			
Date:		Address:			
Quote from:		Phone:			
Date of quote:		Fax:			
Fund Source		Email:			
Faculty OE ( )		Web:			
Dept OE ( )		Is this a pick-up order?	Yes ( )	No ( x )	
Lab Fees ( )		For Office Use			
Other ( )		Order #			
Date ordered		Proc card ( ) or PO#			

**University Style Guide**

- <http://www.csus.edu/sacstatenews/marketing/University%20Identity%20Guide.html>
- refer to above site to find extensive style guide if needed. Information about University Department and Units is on page 17 of the guide
- Pasted below are some basic layout rules for the departments and units to use

**COLLEGES & VP OFFICES:** Height is .5X where X equals the height of Sacramento State



**SACRAMENTO STATE** = X  
UNIVERSITY ADVANCEMENT = .5 X College/VP Office is in Trajan ALL-CAPS

**UNITS/DEPARTMENTS:** Height is .5X where X equals the height of Sacramento State



**SACRAMENTO STATE** = X  
Department of Government = .5 X Unit/Department is in Myriad Title Case

**UNITS/DEPARTMENT LOGOS WITH FORMAL NAME:** Height is .75X where X equals the height of Sacramento

**CALIFORNIA STATE UNIVERSITY, SACRAMENTO** = X  
UNIVERSITY ADVANCEMENT = .75 X Unit/Department is in Myriad Title Case

**CALIFORNIA STATE UNIVERSITY, SACRAMENTO** = X  
Department of Government = .75 X Unit/Department is in Myriad Title Case

**Stacked version:** Height is .5X where X equals the height of Sacramento

**CALIFORNIA STATE UNIVERSITY** = .5 X  
**SACRAMENTO** = X  
COLLEGE OF SOCIAL SCIENCES & INTERDISCIPLINARY STUDIES = .5 X

**CALIFORNIA STATE UNIVERSITY** = .5 X  
**SACRAMENTO** = X  
Institute for Higher Education Leadership & Policy = .5 X

## Systems Cont.

### **Connections and Commonalities we may want to keep**

- white and black plain backgrounds
- sans-serif is seen more often than serified
- postcards often used
- one main photograph for each promotional pieces

### **Needs**

- consistent paper weight/kind for print materials
- established type hierarchy to apply to pieces
- small handful of typefaces to be used
- color palettes
- need standard consistent sizing
- needs grid with smaller columns of text to keep between 45-75 characters