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## College of Arts and Letters

### Department Summaries

#### key points

*Virtually every undergraduate in the university takes at least one General Education course through Arts and Letters, and our overall enrollment is the highest of the seven colleges, constituting over 28% of the university total.*

#### Art

The Department of Art has a long-standing reputation for the quality and diversity of its fine arts program. Courses in art education, art history, and art studio promote creativity, visual literacy, and critical thinking. Graduate and undergraduate art students have the opportunity to exhibit their work at the Else and Witt Galleries. Exhibitions of work by nationally and internationally significant artists are shown in the University Library Gallery. Lectures and symposia sponsored by the Art Department feature presentations by renowned art educators, art historians, and artists. Visiting artists also are brought to campus for an extended period during the annual Festival of the Arts.

#### Communication Studies

The faculty of Communication Studies and Journalism form a community of professionals, educated and experienced in a diverse range of specialty areas, and united by a common body of information related to the creation, application, and understanding of messages. The department exists to provide quality instruction that assists students in becoming intellectually aware citizens who are ethical, competent communicators. Further, the department seeks to maintain and develop the body of scholarly knowledge that unites the field.

#### Design

The Department of Design prepares its students for a wide range of career opportunities in the fields of graphic design, interior design and photography. Graduates learn to work creatively and to explore new possibilities in their respective media while at the same time providing the highest quality of

professional services to their clients. By offering degree programs in three interrelated fields, the department is well positioned to train its students in the wide range of art and design practices that play a part in creating our visual environment.

#### English

The Department of English is a community of teachers, scholars, writers, and support staff whose primary mission is to promote learning in composition, creative writing, English education, linguistics, literature, and the teaching of English as a second language. The department seeks to help students acquire knowledge, develop skills, and realize their own intellectual and creative goals. At the undergraduate and graduate levels, the department presents a broad and balanced curriculum designed to develop the reading and writing skills, the interpretative abilities, and the cultural awareness of its students by maintaining and enhancing a tradition of strong teaching, solid scholarship, and vigorous support of creative literary activity. Graduates of the department are well equipped to enter advanced degree programs and to pursue careers in teaching, law, publishing, the arts, and other areas in which the ability to read and write the English language effectively is paramount.

#### Foreign Language

Sacramento State offers majors in Spanish and French as well as minors in those languages and in Chinese, German, Italian, Japanese and Russian. We also offer first-year courses in Arabic, Greek and Punjabi.

#### History

History major includes four lower division survey courses and three upper division seminars. In addition, students choose seven upper division electives from a wide variety available. The flexibility of the major allows students to focus on topical areas such as: women's history, the history of particular geographic areas, cultural history, ethnic group history, military history, and history from the ancient world to history of the U.S. in the 20th Century. Teaching credential candidates must complete the Social Science Subject Matter Program with a major in either History or Social Science.

#### Humanities and Religious Studies

The Department of Humanities and Religious Studies offers an integrated approach to the study of world cultures. In courses on Western European, Asian, and American cultures, students explore ideas, ideals and values as they are expressed in art, music, drama, history, literature, philosophy and religion. The Humanities concentration provides a strong interdisciplinary foundation while also allowing students the opportunity to focus their studies. For example, students can concentrate on a specific era, such as the Ancient World, the Middle Ages and Renaissance, or the Modern World. Students may also concentrate on a single cultural field such as American Studies or Asian Cultures. The Religious Studies concentration is an in-depth comprehensive study of religious belief and practice on a global scale that surveys diverse interpretations of religious experience within and across cultural boundaries and examines religious institutions

## College of Arts and Letters

and sacred texts within an historical framework. The Department of English is a community of teachers, scholars, writers, and support staff whose primary mission is to promote learning in composition, creative writing, English education, linguistics, literature, and the teaching of English as a second language. The department seeks to help students acquire knowledge, develop skills, and realize their own intellectual and creative goals. At the undergraduate and graduate levels, the department presents a broad and balanced curriculum designed to develop the reading and writing skills, the interpretative abilities, and the cultural awareness of its students by maintaining and enhancing a tradition of strong teaching, solid scholarship, and vigorous support of creative literary activity. Graduates of the department are well equipped to enter advanced degree programs and to pursue careers in teaching, law, publishing, the arts, and other areas in which the ability to read and write the English language effectively is paramount.

### Music

The Department of Music has a long and impressive history of presenting quality performances to the city and region. By offering over twenty-five years of outstanding performances at the Festival of New American Music and by presenting concerts and recitals by a distinguished faculty and excellent performing groups, the department has assumed a leadership role in the musical life of California. In recognition of its important place in the nation, the department is a fully accredited member of the National Association of Schools of Music.

### Philosophy

The subject of philosophy encompasses such fundamental issues as the scope and limits of human knowledge, the ultimate constituents of reality, the sources of value and obligation, and the nature of logic and correct reasoning. Philosophy builds on the findings of many other academic disciplines and, in its methods, stresses clear, rigorous, and systematic thought. The application of philosophical ideas to the practical problems of life has always been a part of the subject, but it is only recently that universities have begun offering courses specifically oriented in this direction.

### Theatre and Dance

The Department of Theatre and Dance provides a broad and thorough foundation in the history, theory, literature and practice of theatre and dance to students who wish to pursue post-graduate studies or join the profession. The department offers an imaginative and ambitious program of historical and contextual studies supported by studio and production work. Our mission challenges our students to be independent thinkers. Our department provides a collaborative, artistic environment that reflects a richly complex and diverse global perspective complimented by national and international faculty and staff experience.

The School of the Arts consists of the departments of Art, Design, Music, and Theatre and Dance as well as the University Library Gallery. These units collaborate on the Festival of the Arts every spring and find ways to bring students and faculty together for interdisciplinary work of various kinds.

### Program Summaries

#### Film

The Film Program offers interdisciplinary course work in the areas of film production, history, theory, criticism and writing. The film major aims at developing a deeper understanding of the art and practice of film, its complex components, and the artists whose vision have inspired generations of filmmakers. All students are required to take a common core that provides a foundation for film criticism and production. After completing the core, students select either the film studies or film production track.

#### Learning Skills Center

The primary mission of the Learning Skills Center is to provide services to Sacramento State students that will promote their academic success. The Learning Skills Center prepares students for their college coursework by offering two levels of preparatory coursework. Learning Skills also facilitates the academic transition of students from high schools and community colleges by providing diagnostic testing and placement, academic advising and articulation, and by participating in educational equity efforts. Sacramento State offers majors in Spanish and French as well as minors in those languages and in Chinese, German, Italian, Japanese and Russian. We also offer first-year courses in Arabic, Greek and Punjabi.

## College of Arts and Letters

### key points

*Arts – drawing, singing, acting – provide the spark of inspiration and creativity.  
Letters – English, history, philosophy – then provide the means to think about, understand and critically analyze those ideas.*

### College Vision:

The College of Arts and Letters brings together programs in the arts and humanities as well as the Learning Skills Center.

We serve over 3700 undergraduate majors and 550 graduate students with courses and programs run by 180 tenure-track faculty and over 200 part-time faculty.

The arts and humanities are inherently worthwhile in that they seek to elucidate the human condition and the rich variety of human expression, so they are beneficial to our students and to the community at large.

Values and ideas should inform and drive social, political and economic agendas.  
We seek to lead the university and the community with regard to the content, approach and experience of a university education.

Learning involves inquiry, exploration and independent thinking.

We teach skills – including analytical and principled thinking, aesthetic judgment, and cultural acumen – in service of ideas, creativity and insightful discourse.

### Notable Alumni:

Tom Hanks, actor  
David Hodo, The Village People  
construction worker  
Lester Holt, MSNBC anchor  
Bobby McFerrin, musician

### From The Dean:

The study of the arts and humanities constitutes the heart of any university. In Western culture, the first universities were medieval institutions devoted to the study of theology, philosophy, literature and languages, but we've moved on, so we honor our past while defining the cutting edge in our various fields.

### Our students can study:

- Painting, but also electronic art
- Critical thinking, but also bioethics
- Shakespeare, but also postcolonial women writers
- Classical mythology, but also the culture of Hollywood
- Rhetoric, but also multimedia communication
- Typography, but also corporate identity
- Counterpoint, but also jazz arranging

We encourage active learning, so our students sing, dance, create, write, argue, advocate and participate.

We form a bridge between past and future. Like our predecessors from centuries ago, we engage in discourse and spirited inquiry, but while "classroom" can mean a professor lecturing to a group of students, it can also refer to a virtual gathering by internet or even the greater Sacramento community as our students explore their world in action. Throughout, we investigate, we teach, and we learn.

Our doors are as open as our hearts and minds, and we welcome our students as the leaders of the coming generation, those who will shape the world we haven't yet imagined.

### About The Dean:

Edward Inch began his duties as the college dean Aug. 1, 2011 replacing former Dean Jeffrey D. Mason, who retired in December.

Inch was previously dean of the School of Arts Communications at Pacific Lutheran University in Tacoma, Wash. and chair of its Department of Communication and Theatre. He attended Western Washington University, the University of Oregon and University of Washington.



Edward S. Inch

### Other Sacramento State Colleges:

Business Administration  
Education  
Engineering & Computer Science  
Health & Human Services  
Natural Sciences & Mathematics  
Social Sciences & Interdisciplinary Studies  
Continuing Education

## College of Arts and Letters

### Summary & Systems

The Sacramento State College of Arts and Letters is a very crucial part of Sacramento State's overall program. It constitutes 28% of the college's enrollment, and virtually every undergrad student will take at least one general education class through Arts and Letters.

The Arts provide inspiration and meaning in society at large. English, history and philosophy provide the means to think about, understand and critically analyze that inspiration and meaning.

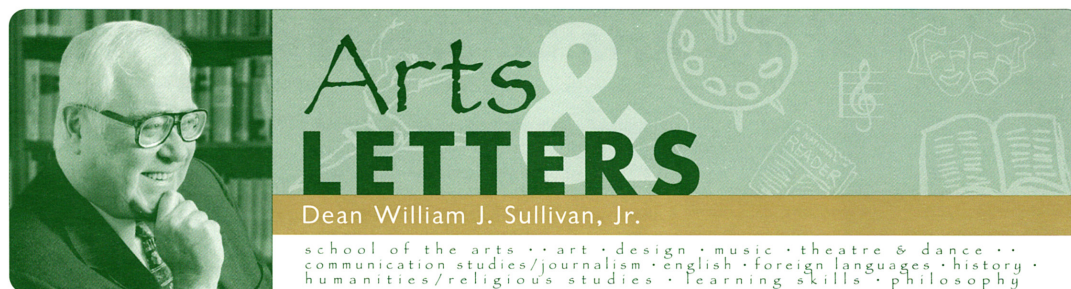
The College of Arts and Letters at Sacramento State has been under represented in the past. It is our goal to remedy that situation in the future. By establishing a publication to highlight the college, and by creating a clearer representation of the college in the publications of its individual departments and programs.

Although material referencing the college is scarce these are a few examples of how the College of Arts and Letters has been represented over the years.

In the Arts and Sciences Today publication the typeface Papyrus is in full effect, even in the tracked out body copy. The type and graphics are good example of falling into a certain trend as opposed to being well designed in a classic sense.

The 2012 Festival of the Arts postcard is a good example of a design being current but at the same time transcending current trends.

While the online banner is a standard banner used throughout the website, it doesn't seem to adhere to the Sacramento State style guide.



Arts and Sciences Today 2001



Festival of the Arts Postcard 2012



New online banner



**Audience Breakdown**

**key points**

*while providing a broad overview, the main focus of college publication will be its donors and alumni*

**ACADEMIC LEVEL**

Academic College:

1. President's Circle - advisory board, donors
2. Dean's Circle
3. Alumni

Departments within College:

1. Art
2. Communications Studies
3. Design
4. English
5. Foreign Languages
6. History
7. Humanities and Religious Studies
8. Music
9. Philosophy
10. Theatre and Dance

**STUDENT BODY/UNIVERSITY LEVEL**

Student Body:

1. Current Students
2. Prospective Students
3. Parents of Students

Other Colleges:

1. CSU System
2. American River College
3. The Art Institute of California
4. Consumnes River College
5. Folsom Lake College
6. International Academy of Design & Technology
7. Los Rios Community College District
8. Sacramento City College

**REGIONAL LEVEL (SACRAMENTO)**

Sacramento Citizens:

1. Senior Community
2. Families
3. Preteens - Teens
4. Individuals 20s - 30s

Sacramento Businesses (music, art, theatre, dance):

1. Ace of Spades
2. Old Ironsides
3. Crest Theatre
4. Harlow's
5. The Blue Lamp
6. Sacramento Community Center
7. Sacramento Convention Center
8. Sacramento Fine Arts Center
9. Center for Contemporary Art
10. Crocker Art Museum

**visuals**



**Audience | System of Focus****key points**

*the president's circle is composed of donors, alumni, faculty, and community leaders*

*the dean's circle is comprised of donors aimed specifically at student support and progress*

*the alumni association strives to strengthen the tie between student, alumni, and community*

**visuals****PRESIDENT'S CIRCLE**

President of California State University, Sacramento, Dr. Alexander Gonzalez has served in his position for nearly a decade.

Underneath the President is a group of supporters, donors, alumni, faculty, staff and community leaders that come together to form the President's Circle. Joining the President's Circle means making a commitment to wellbeing of the school, its colleges, and most importantly, its students.

With educators, alumni, and business leaders as members, it means a greater chance of funneling funds into specific colleges and projects.

Sources of support within the President's Circle break down as follows (the remaining percentages lie within the Dean's Circle & Alumni):

Foundations 61%

Corporations 21%

Organizations 5%

**DEAN'S CIRCLE**

The Dean's Circle is primarily comprised of donors and alumni that are specifically engaged in targeting particular academic programs.

Their mission in providing scholarship support, equipment for certain programs, and securing guest presentations or lectures, all contribute towards achieving a stronger sense of giving back to respective majors, better preparing students for careers, and laying the groundwork for striving towards a higher level of education.

Scholarship and endowments for programs and students are widely distributed throughout the school, accounting for 65% of all gifts donated.

In order to maintain a sense of legacy and support for the college as a whole as well as the university, the Dean's Circle, and friends of the university donate the following:  
Dean's Circle 3%

**ALUMNI**

The Alumni Association is a collective of former students who work together in increasing support for the colleges within the university as well as working on outreach to the campus community itself.

This group is comprised of not only a board of directors, but also specific committees, chapters, and programs, all focusing on improving student support and lending a hand in connecting the campus to the community on a larger scale.

Within the College of Arts and Letters are specific chapters of support as follows: Art Alumni, Communication Studies, and English.

As the last remaining support group, funding from the group is as follows:  
Alumni 10%

\*all statistics used can be found at:  
[http://www.csus.edu/giving/honor\\_roll\\_2009\\_10.pdf](http://www.csus.edu/giving/honor_roll_2009_10.pdf)



## Competition

### key points

*Notre Dame has a strong system in place for the various publications.*

*Info is well organized and for the most part utilizes a simple 3x3 grid system.*

*The way that they 'broke' the grid is messy and confusing. Having two versions of the same logo is also unnecessary.*

University of Notre Dame

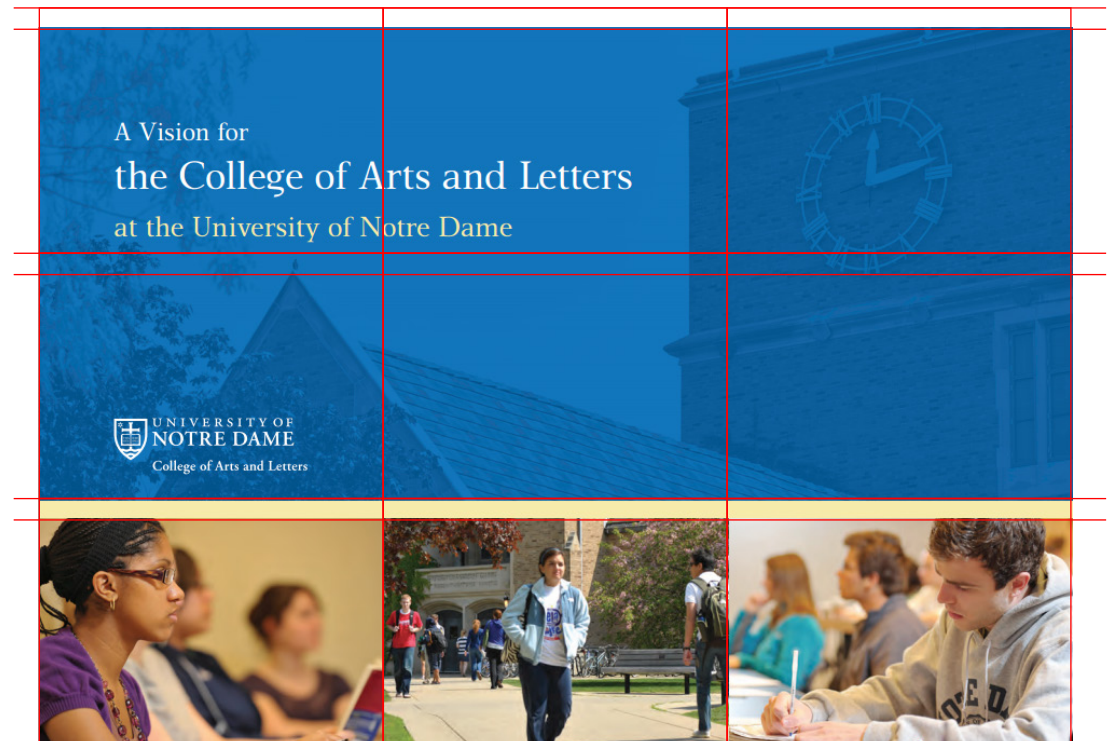
This publication is a vision statement from the University of Notre Dame. The vision statement is from the Dean of the College of Arts and Letters. In deliverable terms, this publication is in the form of a booklet. The booklet encompasses mission statements for the different main departments and focuses on the purpose of the College of Arts and Letters.

This booklet is similar to what the dean of The College of Arts and Letters at Sac State is expecting. The main differences is that the publication that we will be producing is a more of a wide reaching publication displaying features and events from the individual departments. This booklet is an abbreviated publication that focuses primarily on the vision statement of the College.

Notre Dame has a strong system in place that can be helpful in developing our own system by taking various pros and cons from this example.

### visuals

*The two different logo styles on one publication is unnecessary and takes away from the overall system.*



Gold text is hard to read and creates poor contrast on the white background

Repeating graphical elements using the school's blue help emphasize the system





## University of California Davis

*Strong color palette that is used creatively within the type and headers.*

*Grid is slightly hard to identify on some pages which can create an interruptions while reading.*

Sponsors are an important part of the Mondavi's continued advancement. Creating a platform within the brochure that is clear and concise that also fits within the system can provide information without disrupting the overall content.

**2 SACRAMENTO BALLET**  
**BPM VST**  
 The Sacramento Ballet presents a magnificent display of choreographic talent, assembled to create works of astonishing creativity and provocative imagination.

**3 CHRISTOPHER TAYLOR, PIANO**  
*Goldberg Variations on the Steinway-Moore Concert Grand*  
**BPM JH PPT**  
 Mondavi Center audiences will meet Taylor's jaw-dropping performances of Messiah's *Vingt Regards* in 2008; he brings his prodigious talent and the unique dual keyboard *Steinway-Moore* to perform Bach's *Goldberg Variations* in their entirety.

**5 ELENA UROSEVIĆ, VIOLIN**  
**JPM VST**  
 Having won her last tone, nuanced finesse and a commanding stage presence, Elena Urošević has forged an impressive career; with appearances on *Performance Today* and debates with the *Philadelphia Orchestra*.

**6 Focus On Film**  
**DAYS OF HEAVEN**  
**JPM VST PPT**  
 Director Terrence Malick's beautifully shot painted piece, which won an Oscar for its cinematography, tells the story of Bill (Richard Gere), an early 1900s Chicago steel mill worker who flies down after accidentally killing a man.

**10 CURTIS 20/21 ENSEMBLE**  
*Featuring Curtis President and violator Roberto Dietz and Curtis students*  
**PST VST PPT**  
 Penderecki     Section for Clarinet, Horn, Violin, Viola,  
                         Cello and Bass  
 Schoenberg     Percussive Ensemble for Voice and Instrumental Ensembles, Op. 21

**12 LES 7 DOIGTS DE LA MAIN**  
**PCT JH**  
 The Montreal based Les 7 Doigts de la Main (The Seven Fingers of the Hand) delve into the ethical and surreal underworld of the human psyche with the invigorating and life-affirming language of circus arts.

**18 In Conversation with**  
**IRA GLASS**  
*Moderated by Daniel Handler*  
**HSP JH Q&A**  
 Host of *The American Life*, Ira Glass was named Best Radio Host in America by *Time* in 2011. Haquiqu, unassuming and impeccable wit so like person translate what on the stage as evidenced by his riveting 2010 sell-out show at the Mondavi Center.

**19 LARA DOWNES FAMILY CONCERT**  
*Gertrude McFuzz and other selections*  
 Lara Downes, pianist  
 David High School Orchestra  
**JPM JH**  
 Following a sold-out run of the gleefully charming *Cocoon Eggs and Farm*, Lara Downes will be joined in Jackson Hall by the entire David High School Orchestra to tell the story of Dr. Sausky Garibaldi McFuzz, the girl bird who learns to live herself just as she is.  
[@laramcFuzz](#)

**23 DAVID LOMELI, TENOR**  
**BPM JH**  
 The rich voiced young Mexican tenor David Lomeli has built a growing reputation in opera houses and concert halls across North America and Europe and right here at the Mondavi Center. His 2010 debut as part of the *Rain Forest of Opera* was nothing short of breathtaking.  
 Auditions: January  
 Ticketing: 866.754.2787



# THE ART OF GIVING

**Remember:**  
Ticket sales  
cover only 40%  
of our costs.

**Help support  
the art you love.  
Donate today!**

**Your generous donation allows us to**  
bring world-class artists and speakers to the  
Sacramento Region and energize and inspire tens  
of thousands of school children and teachers through  
our nationally recognized Arts Education programs.

In appreciation for your gift, you receive a host of benefits  
that include:

- Priority Seating
- Access to donor-only events
- Advance ticket sales for  
Just Added shows
- Invitation to a cast party
- Much, much more ...

For more information about how you can support the  
Mendocino Center, please contact: Mendocino Center  
Development Department 530.754.5438.

## 10th Anniversary Season Partners

Work to create  
Advantage

WILLIS TOWERS  
WATSON

**Mendocino Center Corporate Partners**

Platinum	Gold	Silver	Bronze

**Mendocino Center Grantors and Arts Education Sponsors**

The Andrew W. Mellon Foundation

**Special Thanks**

The brochure presents a grid system to help organize the different events. The information provided is easy to access due to a system of sub headers and colors.



## Competition

### key points

*Easily identifiable grid that guides the reader to desired information.*

*Strong visuals that do not overshadow the body copy, but add to the overall design.*

*Good use of color palette that is designed to guide reader to related footnotes.*

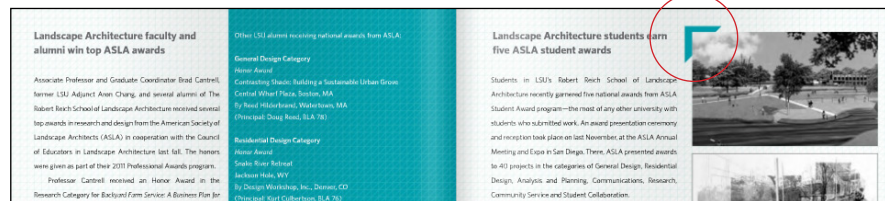
### Louisiana State University

The LSU College of Arts and Letters Newsletter has a specific objective.

“The objective in producing the newsletter is to showcase the achievements and activities of the college and to increase our ongoing dialogue with alumni and friends.” —Michael D. Robinson

It is important to understand what is working within a deliverable and how it achieves the desired effect. The LSU Newsletter presents the information clearly in a way that is easy for the reader to access the content. A strong grid system is the backbone of this layout and helps develop a system that can be universal within the magazine.

### visuals



Using the color palette to show relationships within the newsletter can add to the design.



Reoccurring graphical elements such as the triangles add a visual stimulant that is used on multiple pages and show a cohesion between the different sections and help to develop a overall system.

## Analysis

## key points

Analyzing the different competition showed us different possibilities and solutions.

The system is in need of a more consistent use of the style sheet and grid layout.

The current system is lacking a strong base for the different departments to work off of.

## visuals

Sac State(L)  
RISD(R)  
grid system/type/  
color example

Collecting brochures, alumni newsletters, calendars, and other promotional materials helped us identify a variety of different systems. Some of the questions we asked ourselves when going over the materials were:

- What sort of traits does the design have that carry over into other pages?
- Does it have a definable grid?
- Does it succeed in organizing large amounts of content?
- Is there a definable color palette that fits within the style sheet?
- What were some of the strongest/weakest traits within the materials we researched?
- Is the content appropriate to the audience?
- How does the competition reach their audience?
- How is it relative to Sacramento State?

## Summary

Developing a strong cohesion between the grid, color palette, type, and graphical elements are all smaller parts that create a strong overall system. It is also important to be aware of your audience when compiling the content. In order to be successful in designing a magazine that reaches all of target audience we have to be aware of what it is they need to know while also delivering information that is interesting both visually and in content.

After analyzing the competition some key aspects can be pulled and applied to the different publications. For instance, the deliverable format of the Mondavi magazine, or the success that the RISD magazine achieved by making and breaking the grid system.

Lastly, the methods in which each example organized and presented large amounts of content is crucial to how the reader is able to navigate through the page through the use of effective hierarchy.

## System

At Sacramento States, the current system has many positives, but it also brings along some negatives. The style sheet is well defined it just hasn't necessarily been handled with any sort of grace. The inconsistency in format size has had some improvements but suffers from the lack of a strong grid, and on many occasions entirely to much content.

We want to create a system that really shows off what Sacramento State has to offer. Implementing strong design elements while presenting the content in a more effective matter can deliver our message to our desired audience.

By creating a stronger system not only will we be bringing together the different departments but also creating an increase of awareness, and ultimately attracting the attention of new possible sponsors and donors.

