GRAPHIC DESIGN (GD)

GD 1S: First-Year Seminar in Graphic Design
1 Credits

An orientation to the historical, social, and professional context of design and an exposure to a variety of ethical, philosophical, and topical ideas from the world of design.

Prerequisite: admission to the AADES program
First-Year Seminar

GD 100: Introduction to Graphic Design
3 Credits

A beginning level graphic design course. Instruction touches on the practice, theories, history and processes of the graphic design industry. GD 100 Introduction to Graphic Design (3) (GA)GD 100 (GA) INTRODUCTION TO GRAPHIC DESIGN (3) is a beginning level graphic design course. Instruction touches on the practice, history, theories, and analysis of the design industry. This course places emphasis on problem solving and observing design, while developing intuition and creativity. Projects focus on the process of defining the parameters of a design problem, observing examples within the design industry, and critically evaluating examples of effective and ineffective design. The course will help students to: 1. Understand the graphic design industry and the responsibilities of the profession. 2. Develop an appreciation for the practice of design. 3. Begin to develop the ability to define and solve problems. 4. Increase their knowledge of the history of graphic design and typography. 5. Refine their conceptual skills. 6. Learn and understand the vernacular of the industry. Students will be quizzed on terminology and important facts provided in the readings. Grading: 1. Grades will be calculated by quizzes, which will be given throughout the semester. Quizzes will be based on topics and material provided online. 60% of the final course grade will be based on quizzes. 2. Participation in online discussion forums is required. Students will be expected to post comments and responses to an online forum. 20% of the final grade will be based on participation within these forums. 3. Students will be expected to research various examples of design in commercial and non-commercial applications, upload examples, comment on designs, and engage in discussions of effective and ineffective use. Emphasis will be placed on writing skills as part of the evaluation 20% of the final grade will be based on project assignments in design evaluation.

General Education: Arts (GA)

GD 101: Thinking Creatively: Defining Problems, Solving Problems, and Generating Ideas in Graphic Design
3 Credits/Maximum of 3

An introduction to the theory and practice of defining problems, developing solutions, and generating ideas in design. GD 101GD 101 Thinking Creatively: Defining Problems, Solving Problems, and Generating Ideas (2) This course is designed to help students learn to think creatively, define problems, and solve those problems by generating good ideas. The first part of the course, Learning to Think Creatively, will cover basic principles and concepts used in thinking creatively. In the second part of the course, Defining Problems, students will learn how to effectively define problems by establishing and refining goals and objectives based on research. The third part of the course, Solving Problems and Generating Ideas, will engage students in practical project-based learning by creating solutions to design problems through teamwork, brainstorming, and a design sequence that fosters new ideas and tests them through prototyping and analysis. Students will learn to approach problems in design by developing skills in creative thinking, applying those skills in defining problems, and working in creative teams to solve problems through the generation of new ideas that can be practically applied.

Concurrent: GD 001S

GD 102: Introductory Design Studio
3 Credits

A studio course in defining problems, solving problems, and generating ideas. GD 102GD 102 Introductory Design Studio (3) This course is designed to build upon the experience of GD 101 Thinking Creatively. Defining Problems, Solving Problems, and Generating Ideas by engaging students in a studio environment where they must arrive at solutions to two design problems, each requiring approximately seven weeks work. Students will define problems and arrive at creative solutions to those problems by generating ideas based on an applied method involving teamwork, brainstorming, and a design sequence that fosters new ideas and tests them through prototyping and analysis. This course is designed for students in the AADES pre-graphic design program, although it emphasizes concepts and methodologies applicable to all design fields. Students will learn to approach problems in design by developing skills in creative thinking, applying those skills in defining problems, and working in creative teams to solve problems through the generation of new ideas that can be practically applied. Grading is based on participation (20%), studio project one (40%), and studio project two (40%). GD 102 is only available to students enrolled in AADES or by permission of instructor and carries the prerequisite of GD 001S and GD 101.

Prerequisite: GD 001S and GD 101

GD 115N: Visualizing Information
3 Credits

The world is awash with complex, dynamic information. With the development of powerful technologies capturing vast amounts of data, the art of visually representing information in ways that increase understanding of complex data and models will become a critical skill. Effective representations can communicate information in ways that maximize comprehension, analysis, exploration, and understanding of the underlying data. Knowing how to read and interpret visual data is essential to navigating this ocean of information. Those who know how to present data visually employ a powerful communication tool. In this class, you will become an effective reader and creator of visual representations of data. Through critical assessment of examples, interactions with peers, and the generation of your own projects, you will generate visualizations of data and create works using a common visual language to help people analyze and understand the information at hand. Good visualizations not only present a visual interpretation of data, but also do so by improving comprehension, communication, and decision-making. Effectively functional visualizations can offer insights that reveal evidence and truths that may be difficult to otherwise observe. They can often empower readers to explore both the norms that give meaning to the data and the exceptions that convey its complexity or uncertainty. Visualized information can assist in revealing: 1. Distributions and frequency over time 2. Changes and trends 3. Relationships and
correlations. Spatial and mapping information Regardless of your major field of study, the ability to effectively visualize information represents a significant and essential skill for effective communication. Whether you are creating representation of your work for your company’s leadership board, a general public audience, or a meeting of your peers, the ability to craft a visual display that offers an accurate and insightful interpretation of data is a key capability in the workplace. No prior experience in design or statistics is required for success in this course.

General Education: Arts (GA)
General Education: Humanities (GH)
General Education - Integrative: Interdomain
GenEd Learning Objective: Effective Communication
GenEd Learning Objective: Crit and Analytical Think
GenEd Learning Objective: Integrative Thinking
GenEd Learning Objective: Key Literacies

GD 200: Graphic Design Studio I

3 Credits

A beginning graphic design studio course. Instruction focuses on the practical and analytical process of creating graphic designs and their critical evaluation. GD 200/GD 201 Graphic Design Studio I (3) This course is a beginning graphic design studio course. Instruction focuses on the practical and analytical process of creating graphic designs and their critical evaluation. Emphasis is on problem solving and technical training while, at the same time, nurturing intuition and creativity. The course will help students to: 1. Develop skills and techniques applicable to graphic design. 2. Become familiar with appropriate computer hardware and software. 3. Develop the ability to define and solve problems. 4. Develop an understanding of graphic design as a profession. 5. Refine their conceptual skills. 6. Develop the work habits and attitudes of design professionals. Grading: 1. Work will be evaluated on the relevance and originality of the design idea, the suitability of the design approach in serving the client’s needs, the effectiveness of the design in reading its intended audience, and all pertinent functional parameters. 2. Professional attitude and the development of professional work habits will be evaluated. Students are expected to think for themselves, budget their time, meet deadlines, and adhere to production schedules. 3. Attendance is required. In the case of illness or an emergency, students are required to contact the professor just as they would contact an employer. Three unexcused absences will result in the final semester grade being lowered one full letter grade. 4. Neatness, craft and attention to detail will be considered in the final grade. 5. Visual, verbal and written communication skills will also be part of the evaluation. GD 200 carries the prerequisite of GD 102.

Prerequisite: GD 102

GD 201: Typography

3 Credits

A consideration of the word in relation to visual organization and its application to communication. GD 201

Prerequisite: GD 200

Bachelor of Arts: Arts

GD 202: The History of Graphic Design

3 Credits

A survey of graphic design, especially emphasizing influential movements, innovative designers and technological advances relevant to contemporary visual communication. GD 202 The History of Graphic Design (3) The History of Graphic Design course provides an overview of design as a vehicle of visual communication. The primary focus of the coursework is on images and styles of image-making as well as on language as a visual, typographic form. The application of images and typography is the basis of design, and its history ranges from Sumerian clay tablets to 21st century digital tablets. Special emphasis is given to periods of innovation and inspiration, including the late Roman period, the Renaissance, the Industrial Era, the rise of Modernism in Europe and America, and the digital revolution. Graphic design is a discipline which embraces its production and delivery technology; therefore, attention is also focused on the evolution of that technology—from the letterpress and metal typography, through the camera and photomechanical reproduction era, to current computer and digital production processes.

Prerequisite: GD 001S, GD 100, GD 101; Concurrent: GD 102 Writing Across the Curriculum

GD 203: Advanced Typography

3 Credits/Maximum of 3

Continues students’ knowledge of foundational typographic systems and investigates the communicative potential of emerging methodologies on language systems in visual culture. Advanced Typography satisfies institutional and professional demand for future design practitioners to be versed in a robust knowledge of typography, the skillful techniques of organizing visible language. Building upon foundational knowledge gained from Typography GD201, this course excels student syntactic and semantic proficiencies and applies them towards crafting distinctive visual communications for print and digital platforms. Primarily, students will organize complex message systems of text, icons and image matter in the design of artifacts that address contemporary communication paradigms. They will explore the changing notion of the published form and create innovative content delivery solutions, which anticipate unique reader interpretation. Through investigation and analysis students will also determine efficacy of emerging technologies in visual culture such as screens, devices, and open source programming. Coursework manifests in several forms. Typeface design converges social, culture, linguistic, and semiotic systems to form a useable alphanumeric character set. Voluminous publications require students to develop solutions for narrative structure with large quantities of text and image. Environmental applications such as way finding and experience-based installations use visible language to navigate, explain or entertain in public settings. Visual communication in their printed form is the arrangement of poetic and visual content addressing material and physical variables. In digital form this content may also address technology, virtual interactions and sequential time-based media. Students will continue to develop core professional competencies in their mastery of industry tools and techniques for actual and virtual domains. Students should also expect introduction to newly available tools.

Prerequisite: GD 201
GD 295: Internship
1-18 Credits/Maximum of 18
Supervised off-campus, nongroup instruction including field experiences, practica, or internships. Written and oral critique of activity required.

GD 296: Independent Study
1-18 Credits/Maximum of 18
Creative projects, including research and design, which are supervised on an individual basis and which fall outside the scope of formal courses.

GD 297: Special Topics
1-9 Credits/Maximum of 9
Formal courses given infrequently to explore, in depth, a comparatively narrow subject which may be topical or of special interest.

GD 299: Foreign Studies
1-12 Credits/Maximum of 12
Courses offered in foreign countries by individual or group instruction.

International Cultures (IL)
GD 300: Design Photography
4 Credits
An investigation of graphic photography processes and how print technology affects the final appearance of a photograph. GD 300
Prerequisite: GD 201 and successful portfolio review
Bachelor of Arts: Arts

GD 301: Experience Design Process + Methods
4 Credits/Maximum of 4
Experience design process and methods for graphic design majors. GD 301 is an advanced graphic design studio class that provides graphic design students with an in-depth study of the intricate relationship between the professional graphic designer and digital technology. Students will advance their knowledge of design software applications and will be introduced to programming languages that will assist them throughout the design process. From research and ideation to the creation of comprehensive studies and final designs, students will be given the tools that are critical to the completion of a variety of graphic design projects. The course will help students to: 1. Gain proficiency in appropriate hardware, software, and programming languages. 2. Apply the students’ existing digital knowledge to design methodology for interfaces, user behavior, and experiences. 3. Develop an understanding of the graphic designer as a digital communicator. 4. Refine their digital craft. 5. Develop the work habits and attitudes of professional designers.
Prerequisite: GD 201
Bachelor of Arts: Arts

GD 302: Applied Communication
4 Credits
Definition and concentrated involvement in problem/audience analysis, with emphasis on understanding symbol and image in evoking audience response. GD 302
Prerequisite: GD 300, GD 301
Bachelor of Arts: Arts

GD 303: Applied Experience Design
4 Credits/Maximum of 4
Interaction design and user experience for graphic design. This class introduces the concepts, technologies, and languages used to design and build modern interactive experiences. GD 303 will explore the visual aspects and structural flow of interface design. Through projects, lectures, and workshops students will explore design strategies for web and mobile devices. Students will design screen-based experiences through research and empathy to achieve their user’s end-goals and objectives. Core concepts might include content strategy, personas, sitemaps, user flows, wireframes, information architecture, and usability principles. The objectives for this course are to give graphic design students experience in the complexities of digital visual communication in emerging mediums and to provide students with the opportunity to work with software packages that facilitate digital communication. Students will receive instruction regarding the graphic designer’s role in complex, collaborative digital communications.

GD 304: Practical Communications
3 Credits
Practical design experience for students through design/publicity problems from the University and community non-profit organizations. GD 304
Prerequisite: Prerequisite or concurrent GD 300, GD 301
Bachelor of Arts: Arts

GD 310: Studio Apprenticeship
3-6 Credits/Maximum of 6
Direct involvement in the creative process of the artist-teacher in the studio environment. GD 310
Prerequisite: Junior or senior standing in Graphic Design. Prior approval of proposed assignment by instructor.
Bachelor of Arts: Arts

GD 395: Internship
1-18 Credits/Maximum of 18
Supervised off-campus, nongroup instruction including field experiences, practica, or internships. Written and oral critique of activity required.

GD 397: Special Topics
1-9 Credits/Maximum of 9
Formal courses given infrequently to explore, in depth, a comparatively narrow subject which may be topical or of special interest.
GD 400: Time and Sequence

4 Credits

Development of visual sequence as replies to graphic design problems.

GD 400

Prerequisite: GD 302
Bachelor of Arts: Arts

GD 401: Package Design

3 Credits

Orientation to packaging designs as it relates to the consumer, client, and to societal and environmental concerns. GD 401

Prerequisite: GD 302
Bachelor of Arts: Arts

GD 402: Senior Problems

4 Credits

Development of visual replies to graphic design problems. GD 402GD 402 Senior Problems (4)(BA) This course meets the Bachelor of Arts degree requirements. This course is an in-depth course that explores the essential relation of the verbal and visual elements of design to advanced graphic design problems. The class is divided into two parts: 1) Each student submits a written proposal for a hypothetical magazine. In the proposal he or she describes the publication's subject, content and editorial point-of-view, along with the intended audience, must be described in the proposal. Additionally, the functional parameters surrounding editorial design and a discussion of similar publications in the marketplace should be touched upon in the paper. The proposal drives the design of the publication. Each student is required to develop an appropriate title for their magazine, design a masthead, two covers, a table of contents, and a minimum of three articles. The minimum length for each article is two spreads (four pages). All sections of the magazine will be bound together with one of the covers for final presentation. Additionally, each student must apply his or her masthead design to letterhead, envelope and business card. 2) Each student prepares for graduation and the beginning of his or her career by putting together their final portfolios, resumes, letters and job search strategies. The course will help students to: 1. Perform as editorial designers. 2. Prepare for the real working environment they will confront in the professional arena after graduation. 3. Thoroughly examine the design process and learn to clearly define the problem, in order to work logically towards an appropriate solution. 4. Develop the work habits and attitudes of professional designers. 5. Polish visual, verbal and written presentation skills. 6. Practice positive behavior, and conflict avoidance/resolution in the workplace. 7. Prepare designers for realistic working environment expectations. 8. Foster an appreciation of good typography. Grading: 1. Work will be evaluated based on the relevance and originality of the idea and the appropriateness of the design approach to the idea, the intended audience, and all pertinent functional parameters. 2. Professional attitude and the development of professional work habits will be evaluated. Students are expected to think for themselves, budget their time, meet deadlines, and adhere to production schedules. 3. Attendance is required. In the case of illness or an emergency, students are required to contact the professor just as they would contact an employer. Three unexcused absences will result in the final semester grade being lowered one full letter grade. 4. Neatness, craft and attention to detail will be considered in the final grade. 5. There will be a review at the end of the semester, which will include all work from the class. Each piece will be evaluated for quality and presentation. 6. Visual, verbal and written communication skills will be a part of the evaluation. GD 400 and 401 are prerequisites to GD 402. GD 402 will be offered spring semesters.

Prerequisite: GD 400, GD 401
Bachelor of Arts: Arts

GD 403: Graphic Design Seminar

3 Credits

A seminar on subjects which relate to the field of graphic design. GD 403WG 403W Graphic Design Seminar (3)(BA) This course meets the Bachelor of Arts degree requirements. This is an advanced course covering the history and contemporary theory and criticism of graphic design. Topics include: the invention of writing and alphabets, medieval manuscripts books, the origin of printing and typography, Renaissance graphic design, the Arts and Crafts movement, Victorian and Art Nouveau graphics, modernist influences on graphic design, visual identity and conceptual images, postmodern design, the computer graphics revolution, new media design, ethics and professional practice, and contemporary issues relating to design theory and criticism. The course is intended to: 1. Provide a firm understanding of the history of graphic design. 2. Develop the capacity to discuss the articulate current issues in graphic design. 3. Promote writing and speaking abilities through class assignments. 4. Help students to develop the work habits and attitudes of professional designers. Grading: 1. Class projects as well as class participation will be evaluated. 2. Written assignments, including short synopses of readings and additional essays, and the quality of writing will be a part of the grade evaluation. 3. Professional attitude and the development of professional work habits will be evaluated. Students are expected to think for themselves, budget their time, meet deadlines, and adhere to production schedules. 4. Attendance is required. In the case of illnesses or an emergency, students are required to contact the professor just as they would contact an employer. Three unexcused absences will result in the final semester grade being lowered one full letter grade. 5. Visual and verbal as well as written communication skills will be a part of the evaluation. GD 320 is the prerequisite to GD 403W. GD 403W will be offered spring semester.

Prerequisite: GD 302
Bachelor of Arts: Arts

GD 404: Book Design

Writing Across the Curriculum

3 Credits

Writing, designing, illustrating and production (printing) of a book. GD 404GD 404 Book Design (3)(BA) This course meets the Bachelor of Arts degree requirements. This is an advanced course that explores the relationship of the written and visual elements in the design of a book. Each student (or student team) will select a topic, create the text and give visual form to an original book, which will have a minimum length of 16 pages. The intrinsic qualities of the book medium such as typography, sequence, imagery, paper, dye-cuts, fold-outs, pop-ups, and binding will be investigated in relation to how each affects the overall communication of the book's meaning to a specific audience. The course is intended to: 1. Foster an appreciation for good typography. 2. Allow students to investigate the sequential relationships between the visual and verbal aspects of a book and their synergistic interaction in the communication of the books meaning to a particular audience. 3. Introduce the appropriate use of illustrations in book design. 4. Help students develop
the work habits and attitudes of professional designers. 5. Help students to examine the design process to learn to define the problem and work logically towards an appropriate solution. 6. Develop the ability to work as a member of a team. 7. Gain a deeper understanding of graphic design aesthetically, critically, and technically. Grading: 1. Each of the two copies of the book that are submitted at the end of the semester should be identical, with flawless execution and craft. 2. The book will be evaluated on the originality of the idea and the appropriateness of the design approach to the idea, the intended audience and all pertinent functional parameters. 3. Professional attitude and the development of professional work habits will be evaluated. Students are expected to think for themselves, budget their time, meet deadlines, and adhere to production schedules. 4. Visual, verbal and written communication skills will be evaluated. GD 404 will be offered fall or spring semesters.

**Prerequisite:** GD 302

Bachelor of Arts: Arts

GD 405: Minor Advanced Studio

3 Credits/Maximum of 3

This class introduces the concepts, technologies, and languages used to design and build publications, objects, and complex collaborative digital communications. GD405 provides Graphic Design Minors with an advanced-level design studio, appropriate in rigor, and in keeping with the expectations of the Minor in Graphic Design degree. This will prepare the successful student for the self-guided thesis environment of the Minor in Graphic Design Capstone Course (GD406). Within this advanced studio course, students will continue to develop core professional competencies in their quest for mastery of industry tools and techniques for actual and virtual domains. It will apply the student’s existing knowledge of design methodology to the completion of project-based studio coursework. Through research, ideation, and the creation of final designs, students will be given continued experiences in printed mediums, be introduced to the design of physical artifacts, and exposed to the complexities of digital visual communication in emerging mediums. These may include complex long-format publications, commercial product packaging, websites, and digital interfaces. Students will develop an understanding of the graphic designer as a professional communicator, and develop the work habits and attitudes found within this design profession.

**Prerequisite:** GD 200, GD 201

GD 406: Minor Capstone Studio

3 Credits/Maximum of 3

A structured studio for Minors in Graphic Design culminating into a final self-authored project on a topic that engages each student’s declared major. The Minor Capstone Studio applies each student’s accumulated knowledge of graphic design towards the development of a self-authored project on a topic that engages his or her declared major. Each project will exercise the student’s capacity to synthesize visual form and written components through the application of design methodology, and culminate their findings into a completed, presented thesis. Coursework will also include an introduction to communication theory, contemporary communication paradigms, the changing notion of audience and context, and formal research methodology.

**Prerequisite:** GD 405

GD 494: Research Project

1-12 Credits/Maximum of 12

Supervised student activities on research projects identified on an individual or small-group basis.

GD 494H: Research Project

1-12 Credits/Maximum of 12

Supervised student activities on research projects identified on an individual or small-group basis.

**Honors**

GD 495: Internship

1-18 Credits/Maximum of 18

Supervised off-campus, nongroup instruction including field experiences, practica, or internships. Written and oral critique of activity required.

GD 496: Independent Study

1-18 Credits/Maximum of 18

Creative projects, including research and design, which are supervised on an individual basis and which fall outside the scope of formal courses.

GD 497: Special Topics

1-9 Credits/Maximum of 9

Formal courses given infrequently to explore, in depth, a comparatively narrow subject which may be topical or of special interest.