

GRAPHIC DESIGN, BA

Program Description

Graphic Design is a creative and inspiring process that combines art and technology to communicate ideas and information visually from client to audience. Rooted in traditional art and design foundations, the focus of the Graphic Design curriculum is to educate and inform students of the impact design can make through the exploration of diverse problem-solving methodologies, innovative investigations, and creative research in all forms of visual communication. Through their studio work, Graphic Design majors will address issues stressing social and cultural awareness, integration of new technology, and sustainable practices while being prepared to enter into the evolving creative industry.

Student Learning Outcomes

Students will:

- Demonstrate mastery of client-focused, visual communication and problem-solving methodologies;
- Demonstrate proficiency in professional skills and use of technology in preparation for professional practice;
- Demonstrate advanced critical thinking in analyzing discipline history, theory, criticism and practices;
- Be prepared for professional positions in the field of visual communications or for graduate school.

General Requirements

Requirements	Credit Hours
Core Curriculum Program (Includes ARTS 1303 and 1304) (http://catalog.tamucc.edu/undergraduate/university-college/programs/core-curriculum-program/)	42
First-Year Seminars (when applicable) ¹	0-2
Graphic Design Major Requirements	54
University Electives	18
Foreign Language Requirements	6
Total Credit Hours	120-122

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First-Year Seminars or Electives

Full-time, first time in college students are required to take the first-year seminars.

- UNIV 1101 University Seminar I (1 sch)
- UNIV 1102 University Seminar II (1 sch)

Program Requirements

Code	Title	Hours
Full-time, First-Year Students ¹		
UNIV 1101	University Seminar I	1
UNIV 1102	University Seminar II	1
Core Curriculum Program		
University Core Curriculum		42

Note: ARTS 1303 and ARTS 1304 need to be taken as part of the University Core Curriculum. Both are required for the BA in Graphic Design degree.

Art Requirements

ARTS 1311	Design I	3
ARTS 1316	Drawing I	3
ARTS 2333	Printmaking I	3
or ARTS 2356	Photography I	

Graphic Design Requirements

GRDS 1301	Foundations of Graphic Design	3
GRDS 1302	Typography I	3
GRDS 2301	Historical Perspectives of Graphic Design	3
GRDS 2302	Design Studio I	3
GRDS 2303	Concept & Making	3
GRDS 2304	Typography II	3
GRDS 3303	Design Experience & Awareness	3
GRDS 3304	Publication Design	3
GRDS 3305	Packaging Design	3
GRDS 3306	User Interface/User Experience	3
GRDS 3310	Client Solutions	3
GRDS 4304	Emerging Technologies	3
GRDS 4309	Design in Advertising	3
GRDS 4310	Portfolio and Professional Practices	3

Lower Level Review happens in the Spring semester of Year 1

Upper Level Program Review happens in the Spring semester of Year 2

Graphic Design Electives

Select 3 hours of upper division electives. 3

University Electives

Select 18 hours of university electives. 18

Foreign Language Requirements

See the College of Liberal Arts for the college language requirement. 6

Total Hours 122

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Transfer students with 24 or more hours are exempt from First-Year Seminar.

Required Program Reviews:

Graphic Design Majors will undergo two formal portfolio and performance reviews, the Lower Level Review (LL Review) and Upper Level Review (UL Review). Both Reviews occur in Spring semesters only. Students who intend to major in Graphic Design must meet all review eligibility requirements to participate. Students are eligible for the Lower Level Review after completing two specified GRDS foundational program courses. Students who do not pass the Lower Level Review will not be able to register for sophomore-level classes and may be advised to repeat one or both of the specified foundational courses. Denied LL Review applicants will be allowed only one additional attempt by resubmitting their revised portfolio for review the following Spring. After passing the LL Review, all students intending to graduate with a BA in Graphic Design must pass the Upper Level Review to register for junior-level courses and continue the program. Discerning advancement through the Graphic Design Degree Program ensures elevated professionalism of program graduates.

Transfer Credit:

Special arrangements will be made to review the work of students who have completed communication design or graphic design courses at other institutions to determine the appropriate entry level into the TAMU-CC program and award transfer credit. Regardless of academic status, all students must be admitted into the Graphic Design Program through either the Lower Level Review or Upper Level Review.

Grade Minimums:

To remain in the program, Graphic Design students must earn a "C" or higher in all major courses. If the student does not earn a "C" or higher in a major course, the student may be required to repeat the course or be removed from the Graphic Design Program. A student that earns a "D" or lower in major courses for two consecutive semesters will be removed from the Graphic Design Program.

Degree Matriculation Expedition or Exceptions:

The BA in Graphic Design degree is a 4-year, sequenced curriculum that cannot typically be expedited due to cohort capacities, program resources, and course prerequisites. Requests for expediting the degree plan will be considered but are not guaranteed to be granted. All requests must be approved by the Graphic Design Program Coordinator and Graphic Design Faculty. The GRDS Matriculation Exception Policy and Criteria is available upon request from the Program Coordinator.

Course Sequencing**First Year**

Fall		Hours
ARTS 1303	Art History Survey I	3
ARTS 1311	Design I	3
GRDS 1301	Foundations of Graphic Design	3
UNIV 1101	University Seminar I	1
ENGL 1301	Writing and Rhetoric I	3
University Core Curriculum		3
Hours		16

Spring

ARTS 1304	Art History Survey II	3
ARTS 1316	Drawing I	3
GRDS 1302	Typography I	3
UNIV 1102	University Seminar II	1
ENGL 1302	Writing and Rhetoric II	3
or COMM 1311	or Foundation of Communication	
MATH 1332	Contemporary Mathematics	3
or PHIL 2303	or Introduction to Logic and Critical Thinking	
Hours		16

Second Year

Fall		Hours
GRDS 2301	Historical Perspectives of Graphic Design	3
GRDS 2303	Concept & Making	3
Foreign Language Requirements		3
University Core Curriculum		3
University Core Curriculum		3
Hours		15
Spring		
ARTS 2356	Photography I	3
or ARTS 2333	or Printmaking I	

GRDS 2302	Design Studio I	3
GRDS 2304	Typography II	3
Foreign Language Requirements		3
University Core Curriculum		3
University Core Curriculum		3
Hours		18

Third Year**Fall**

GRDS 3304	Publication Design	3
GRDS 3306	User Interface/User Experience	3
University Core Curriculum		3
University Core Curriculum		3
GRDS or UD Elective (GRDS 4399 Internship Recommended)		3
Hours		15

Spring

GRDS 3310	Client Solutions	3
GRDS 4304	Emerging Technologies	3
University Core Curriculum		3
University Core Curriculum		3
GRDS or UD Elective (GRDS 4399 Internship Recommended)		3
Hours		15

Fourth Year**Fall**

GRDS 4309	Design in Advertising	3
GRDS 3303	Design Experience & Awareness	3
Upper Division Electives		3
Upper Division Electives		3
Upper Division Electives		3
Hours		15

Spring

GRDS 3305	Packaging Design	3
GRDS 4310	Portfolio and Professional Practices	3
Upper Division Electives		3
Upper Division Electives		3
Hours		12
Total Hours		122

Courses**Art Courses****ARTS 1301 Art and Society****3 Semester Credit Hours (3 Lecture Hours)**

Designated for non-art majors. Establishes a working vocabulary for evaluating works of art in various media. Objects are interpreted in terms of their specific historical contexts and the changing relationships between art and society. This course does not fulfill the art history requirement for art majors.

TCCNS: ARTS 1301

ARTS 1303 Art History Survey I**3 Semester Credit Hours (3 Lecture Hours)**

An examination of painting, sculpture, architecture, and other arts from the ancient through medieval periods.

TCCNS: ARTS 1303

ARTS 1304 Art History Survey II**3 Semester Credit Hours (3 Lecture Hours)**

A further examination of painting, sculpture, architecture, and other arts from the Renaissance through Modern periods. This course satisfies the university core curriculum requirement in fine arts.

Prerequisite: ARTS 1303.

TCCNS: ARTS 1304

ARTS 1311 Design I**3 Semester Credit Hours**

A studio course concerning the fundamentals of art with emphasis on two-dimensional concepts.

TCCNS: ARTS 1311

ARTS 1312 Design II**3 Semester Credit Hours**

A studio course concerning the fundamentals of art with emphasis on three-dimensional concepts. This 3D foundations course utilizes creative problem-solving strategies and basic sculpture tools to explore spatial relationships and to create sculptural forms in space.

Co-requisite: SMTE 0097.

TCCNS: ARTS 1312

ARTS 1316 Drawing I**3 Semester Credit Hours**

A studio course investigating a variety of media techniques, including their descriptive and expressive possibilities.

TCCNS: ARTS 1316

ARTS 1317 Drawing II**3 Semester Credit Hours**

A further investigation of media techniques explored in Drawing I, including their descriptive and expressive possibilities.

Prerequisite: ARTS 1316.

Co-requisite: SMTE 0097.

TCCNS: ARTS 1317

ARTS 2316 Painting I**3 Semester Credit Hours**

A studio course exploring the potentials of painting media.

Prerequisite: ARTS 1316.

Co-requisite: SMTE 0097.

TCCNS: ARTS 2316

ARTS 2326 Sculpture I**3 Semester Credit Hours**

An introductory studio course exploring sculptural approaches, materials, concepts, and technical processes. Materials include wood, plaster, steel, and plastics.

Co-requisite: SMTE 0097.

TCCNS: ARTS 2326

ARTS 2333 Printmaking I**3 Semester Credit Hours**

An introductory studio course in basic printmaking processes and techniques.

Prerequisite: ARTS 1316 or 1311.

Co-requisite: SMTE 0097.

TCCNS: ARTS 2333

ARTS 2346 Ceramics I**3 Semester Credit Hours**

An introductory studio course in basic ceramic processes.

Co-requisite: SMTE 0097.

TCCNS: ARTS 2346

ARTS 2356 Photography I**3 Semester Credit Hours**

This course is an introduction to digital photography capture, processing, and basic editing software. While focusing on the fundamentals of digital photography and printing techniques, it will introduce students to the theory and practice of photography and assist them in producing a conceptually devised and technically consistent portfolio.

TCCNS: ARTS 2356

ARTS 2367 Watercolor**3 Semester Credit Hours**

A studio course exploring techniques in water-base media.

Co-requisite: SMTE 0097.

ARTS 3301 Life Drawing**3 Semester Credit Hours**

Drawing from the model using a variety of techniques and media.

Prerequisite: (ARTS 1317).

Co-requisite: SMTE 0097.

ARTS 3302 Screen Printing**3 Semester Credit Hours**

Traditional printmaking processes will be explored using black and white and color techniques, including but not limited to screenprinting.

Prerequisite: ARTS 1311 or 1316.

Co-requisite: SMTE 0097.

ARTS 3303 Intermediate Painting**3 Semester Credit Hours**

Explores the issues of content, imagery, application, and influences of master artists.

Prerequisite: ARTS 2316.

Co-requisite: SMTE 0097.

ARTS 3304 Fabrication Sculpture**3 Semester Credit Hours**

Building upon introductory skills, this course explores construction and fabrication in sculpture focusing on a primary material for the semester and applying advanced techniques and processes for this material. Through this material and techniques, students begin defining and developing their visual vocabulary relative to art history and contemporary sculptural issues.

Prerequisite: ARTS 2326.

Co-requisite: SMTE 0097.

ARTS 3305 Mold Making and Casting Sculpture**3 Semester Credit Hours**

This course is designed to build upon the fundamental principles of mold making and casting while exploring more complex concepts, materials, and techniques. Creating multi-part molds, flexible molds, and investment molds, the project assignments incorporate the unique versatility of mold making and casting for exchanging media and making a series of multiples. In addition to making casts, students compare methods for assembling cast forms together to create larger sculptural artworks and installations.

Co-requisite: SMTE 0097.

ARTS 3306 Figurative Sculpture**3 Semester Credit Hours**

A study of the human figure from an anatomical and artistic perspective. Examines the skeletal and muscular components of the figure in order to create lifelike and emotive sculptures. Discussion of the figure in both classical and contemporary art. Working with armature and modeling clay.

Co-requisite: SMTE 0097.

ARTS 3307 Lithography and Planographic Process**3 Semester Credit Hours**

Traditional printmaking processes will be explored using black and white and color techniques, including but not limited to lithography and monoprinting.

Prerequisite: ARTS 3311 or 1316.

Co-requisite: SMTE 0097.

ARTS 3311 Color Theory**3 Semester Credit Hours**

This course develops an understanding of color properties and relationships through formal exercises, research and creative thinking. Students build a vocabulary for analyzing and identifying color and color phenomena. Concepts of color theorists and color use in a variety of fields are examined to understand the application of color theory. Students will investigate the use of color in their own work and in the work of others to understand the conceptual and aesthetic application of color.

Prerequisite: ARTS 1311.

ARTS 3313 Figure Painting**3 Semester Credit Hours**

This course addresses the structure and anatomy of the human figure using oil paint. Painting techniques and color theory exercises will familiarize students with tradition painting methods. Students will render proportions, balance, form and mass of the human figure. Research and discussions will address the human form throughout history as well as in the contemporary context. Image presentations, critiques and live model sessions will supplement studio work.

Prerequisite: ARTS 2316.

Co-requisite: SMTE 0097.

ARTS 3316 Art Activities I**3 Semester Credit Hours**

Practical experience with basic design, drawing, painting, and sculpture, along with a study of art history and criticism. Includes a consideration of how these experiences relate to art curricula in the elementary school.

ARTS 3322 Art Activities II**3 Semester Credit Hours**

Practical experiences with basic design, drawing, painting, printmaking, sculpture, and crafts, along with a study of art history and criticism. Includes a consideration of how these experiences relate to art curricula in the secondary school.

ARTS 3324 Wheel Throwing**3 Semester Credit Hours**

Covers wheel-thrown ceramics (other production techniques may be included), basic glazemaking, and an introduction to kiln firing and loading.

Prerequisite: ARTS 2346.

Co-requisite: SMTE 0097.

ARTS 3325 Handbuilt Ceramic Techniques**3 Semester Credit Hours**

This course is a continuation of hand-building covered in Ceramics I ARTS 2346. The course will cover more advanced forming techniques such as extrusion, hump, slump, and press molds, and slip-casting. New surface and firing techniques will include more advanced techniques such as underglazes, onglaze techniques such as majolica, fired decal application, raku, and an introduction to low fire glazes and surfaces.

Prerequisite: ARTS 2346.

ARTS 3350 Art of the United States**3 Semester Credit Hours (3 Lecture Hours)**

A survey of the major developments in the art of North America from Pre-Columbian times to the modern era

ARTS 3352 Modern Art**3 Semester Credit Hours (3 Lecture Hours)**

A survey of the major movements of 20th century art and aesthetics, which developed primarily in Europe. Includes a review of late 19th century modernist antecedents with emphasis placed on the principal movements of the early 20th century: Fauvism, German Expressionism, Cubism, Futurism, Abstract Art, Dada, and Surrealism.

ARTS 3353 Art Since 1945**3 Semester Credit Hours (3 Lecture Hours)**

An examination of the dispersal of European artists and Modernism, primarily to America, as a result of World War II. Examines the development of Abstract Expressionism in New York in the 1940s and 50s, followed by a survey of recent trends in contemporary art to the present day.

ARTS 3365 Photography II**3 Semester Credit Hours**

An intermediate studio course using digital cameras and image manipulation software. Prior completion of ARTS 2356 is required. This course will enhance and expand skills developed in Photography I. It is geared toward informing students in the many ways we can make photographs; by seeking them out, framing them, forming them, extracting them, building them, and finally sequencing and presenting them. Students will engage in the theory and practice of photography, refine their photographic technique, and create a conceptually devised and technically consistent portfolio. Emphasis is placed on the development of a strong conceptual foundation from which to approach the making and understanding of photography as an art form. This knowledge will be achieved through photographic assignments, slide lectures of relevant works, and in-class critiques. It can be repeated twice for credit.

Prerequisite: (ARTS 2356).

Co-requisite: SMTE 0097.

ARTS 3366 Analogue Photography**3 Semester Credit Hours**

An introductory studio course in analogue photography using film cameras and the silver gelatin darkroom process. While focusing on the fundamentals of black and white, analogue photography and printing techniques this course will assist students in producing a conceptually devised and technically consistent portfolio.

Prerequisite: (ARTS 2356).

Co-requisite: SMTE 0097.

ARTS 3367 Digital Design Tools and Applications**3 Semester Credit Hours**

This studio course explores the fundamental principles, standard creative processes and basic digital tools utilized in graphic design. The concepts and software learned are employed in projects specifically targeted to serve the professional and promotional needs of studio artists and design enthusiasts.

ARTS 4085 Senior Capstone**0 Semester Credit Hours**

Required for all art students in partial fulfillment of the requirements for the BA in Art, BFA in Art studio track and the BFA with Teacher Certification in Art tracks. This course collects capstone materials for ARTS degrees. The course must be taken in the student's final semester before graduation.

ARTS 4301 Advanced Drawing**3 Semester Credit Hours**

Emphasis on the development of content through drawing. Research on contemporary trends and process investigation will aid students in the development of visual ideas and lead to a cohesive body or work. May be taken three times for credit.

Prerequisite: ARTS 1317.

Co-requisite: SMTE 0097.

ARTS 4302 Advanced Printmaking**3 Semester Credit Hours**

Further competencies attained in Printmaking I and Intermediate I & II courses. May be taken three times for credit.

Prerequisite: ARTS 2333 and (ARTS 3307 or 3302).

Co-requisite: SMTE 0097.

ARTS 4303 Advanced Painting**3 Semester Credit Hours**

Assumes competencies attained in ARTS 3303. May be taken three times for credit.

Co-requisite: SMTE 0097.

ARTS 4304 Advanced Sculpture**3 Semester Credit Hours**

An interdisciplinary course in sculpture. Topics covered may include contemporary and traditional methods of object fabrication in metal, wood and clay, 3D printing, installation, video, performance or sound. Assumes competencies attained in any one of the following: ARTS 2326 or ARTS 3304 or ARTS 3305 or ARTS 3306. May be taken three times for credit.

Prerequisite: ARTS 2326, 3304, 3305 or 3306.

Co-requisite: SMTE 0097.

ARTS 4324 Advanced Ceramics**3 Semester Credit Hours**

Assumes competencies attained in ARTS 3324. May be taken three times for credit.

Co-requisite: SMTE 0097.

ARTS 4350 Pre-Columbian Art of Mesoamerica**3 Semester Credit Hours (3 Lecture Hours)**

Explores the history of Pre-Columbian art from Mexico and Central America, from the Olmec through the Aztec cultures. May be taken three times for credit.

ARTS 4352 Modern Art of Mexico**3 Semester Credit Hours (3 Lecture Hours)**

Explores the history of art during the nineteenth and twentieth centuries in Mexico. May be taken three times for credit.

ARTS 4354 Global Currents in Contemporary Art**3 Semester Credit Hours (3 Lecture Hours)**

The course will cover key developments in contemporary art from the post-World War II era in the Western context to global currents in the present international arena. From a socio-political perspective, artistic tendencies will be considered as part of a trajectory that saw the center of the art world shift from being Euro- and Anglo-centric in the mid-twentieth century, to one without a discernible center in the early twenty-first century. Analysis of artworks from this decentralized cultural climate will focus on the evolution of conceptualism, the persistence of traditional modes of aesthetic practice, the role of the art market, and notions of environmentalism and sustainability as related to these "transnational transition." The course will consider works from Eastern Europe, South and Central America, the Caribbean, East/West/South/Southeast Asia, Oceania, and Africa.

ARTS 4356 Contemporary Art Since 1980**3 Semester Credit Hours (3 Lecture Hours)**

The course will examine the evolution of architecture, sculpture, painting, digital media, installation, and interdisciplinary arts in the global context from 1980 to the present, in light of the historical and intellectual background of the period. Topics covered will include the transition from postmodernism to contemporaneity, considering notions of appropriation, commodification, consumerism, memory, history, and globalization. Lectures will be constructed upon thematic analysis of contemporary, primary sources coupled with secondary source material, and complemented by presentation opportunities and class discussion.

ARTS 4365 Advanced Photography**3 Semester Credit Hours**

Assumes competencies attained in ARTS 3365. Covers content as creative expression in addition to basic photographic skills. May be taken three times for credit.

Co-requisite: SMTE 0097.

ARTS 4390 Topics in Art History**3 Semester Credit Hours (3 Lecture Hours)**

May be repeated when topics vary.

ARTS 4391 Topics in Studio Art**3 Semester Credit Hours**

May be repeated when topics vary.

ARTS 4396 Directed Individual Study**1-3 Semester Credit Hours (1-3 Lecture Hours)**

See College description. Offered on application

Co-requisite: SMTE 0097.

ARTS 4398 Applied Experience**3 Semester Credit Hours (3 Lecture Hours)**

See College description. Offered on application.

Co-requisite: SMTE 0097.

ARTS 4399 Museum and Gallery Studies**3 Semester Credit Hours**

This course provides the student with a comprehensive practical, conceptual, and methodological introduction to museum and gallery practices. Safety and best practices will be explored in all aspects of contemporary museum and gallery operations, using theoretical and practice-based pedagogical approaches to explore curatorial and preparatory principles.

Graphic Design Courses**GRDS 1301 Foundations of Graphic Design****3 Semester Credit Hours**

This course explores fundamental components of design theory, concept, and composition. Students will explore presentation techniques, printing processes, technical tactile skills associated with the field, defining and exploring a targeted audience, and appropriate software introductions. Students will create printed works utilizing these skill sets.

GRDS 1302 Typography I**3 Semester Credit Hours**

Through the use of lectures, demonstrations and studio work students are introduced to the art of typography. Cultural and aesthetic histories of familiar typefaces are reviewed. An emphasis is placed on the rules of type, best practices in type-setting, anatomy of letter forms, and appropriate uses of prescribed type faces. Hand rendering and digital media are used to give students a robust foundation in the study of typography.

Prerequisite: (GRDS 1301).

GRDS 2301 Historical Perspectives of Graphic Design**3 Semester Credit Hours**

This studio course examines the history of graphic design from the invention of writing to present day composition. Students will explore various movements in graphic design history and create design works that reflect these periods.

Prerequisite: GRDS 1301 and 1302.

GRDS 2302 Design Studio I**3 Semester Credit Hours**

This course introduces the fundamental principles of the graphic design industry. Students strengthen their vocabularies in design, theory, and visual communication. Exploring various two-dimensional projects, students will conduct research, form opinions, foster ideas, solve communication problems, learn to analyze and discuss graphic design work, and continue to develop their own creative process.

Prerequisite: GRDS 1301 and 1302.

GRDS 2303 Concept & Making**3 Semester Credit Hours**

This studio course offers an in-depth study of approaching concept and idea generation to produce relevant and innovative design solutions. Students will explore tactics and techniques for creating their own original assets to support their solutions. Photo and illustration creation, manipulation and output are studied in addition to the utilization of machines, technology and tools to fulfill creative curiosity.

Prerequisite: GRDS 1301 and 1302.

GRDS 2304 Typography II**3 Semester Credit Hours**

Building on typography rules, conventions, and terminology, this course will explore inventive expression with type and letterform. Students will develop an advanced understanding of typography while using digital media to enhance the meaning of design and concept.

Prerequisite: GRDS 2303.

GRDS 3303 Design Experience & Awareness**3 Semester Credit Hours**

This studio course examines the role of design in society. Students will learn how to use empathy and a human-centered design approach to develop appropriate design solutions. Additionally, students will examine the role of environmental graphics to create works that reflect an enhanced impact in experience for the user. The topics in this course are explored through lectures, research and the creative development of a body of work.

Prerequisite: GRDS 2302.

GRDS 3304 Publication Design**3 Semester Credit Hours**

This studio course explores the foundations of publication and editorial design to expand students' design vocabulary. Students will explore the role of a graphic designer/art director in developing effective and innovative communication for editorial design.

Prerequisite: GRDS 2304.

GRDS 3305 Packaging Design**3 Semester Credit Hours**

This studio course will teach students how to develop creative strategies for problem solving in a client-based environment. Focusing on three-dimensional packaging, students will learn how design applies to various surfaces, products, and audiences.

Prerequisite: GRDS 3303.

GRDS 3306 User Interface/User Experience**3 Semester Credit Hours**

This hands-on course examines how content is organized and structured to create a digital experience for a user, and what role the designer plays in creating and shaping user experience. Students will learn the roadmap process for developing robust User Interface/User Experience designs, from research, ideation and site mapping, to the design of engaging layouts for screens and the creation of dynamic prototypes.

Prerequisite: GRDS 2302.

GRDS 3308 Copywriting**3 Semester Credit Hours**

This studio course explores copywriting for design, advertising, and media. Students will create writing and messaging for a variety of media including print design, web design, and advertising design within a consumer-driven context.

Prerequisite: GRDS 2303.

GRDS 3309 Building Websites**3 Semester Credit Hours**

This studio course will cover designing and maintaining a scalable and functional website utilizing contemporary building platforms. The processes and techniques demonstrated will allow students to plan the project scope, to generate website content, and to adopt the tools and expansive functionality available while learning best practices for the platform.

Prerequisite: GRDS 2303.

GRDS 3310 Client Solutions**3 Semester Credit Hours**

In this studio course, students will define client needs, explore the designer-client relationship and investigate research strategies and methods for developing effective print and digital deliverables to meet established business goals. The conceptual and visual standards pertinent to creating a brand are explored and applied across a variety of client-driven projects.

Prerequisite: GRDS 2302.

GRDS 4304 Emerging Technologies**3 Semester Credit Hours**

This studio explores the use of evolving current and emerging technology in the field to enhance storytelling and the user experience in a variety of interactive media.

Prerequisite: GRDS 3306.

GRDS 4309 Design in Advertising**3 Semester Credit Hours**

This studio course will teach students how to develop persuasive copywriting points and creative advertising concepts aimed at selling services and products in a client-based environment. By grounding design work in business and advertising concepts to target a chosen audience, effective solutions for utilization across various media such as print, digital, social media, and e-mail marketing platforms are explored.

Prerequisite: GRDS 3310 and 2304.

GRDS 4310 Portfolio and Professional Practices**3 Semester Credit Hours**

In this capstone course, the student prepares for a professional career in the graphic design field by developing self-promotional materials, including a printed and digital portfolio, while focusing on professional practices and job-seeking strategies. Guest speakers will typically join the class for discussion, critique, lecture and hiring scenarios such as mock interviews. Students will display their work in an organized portfolio showcase gallery exhibition. Note: May be taken three times for credit.

Prerequisite: GRDS 3310 and 4304.

GRDS 4391 Topics in Graphic Design**1,3 Semester Credit Hours**

Study of specialized topics and themes in Graphic Design. May be repeated when topics vary.

GRDS 4396 Directed Independent Study**1,3 Semester Credit Hours**

See College description. Offered on application.

GRDS 4399 Internship**3 Semester Credit Hours**

This course allows students to complete a semester long design-centric internship within their area of interest. Through the use of reflective journals, a project portfolio, and employer feedback, the student will report their experience to the supervising professor throughout the internship placement. May be repeated three times at a maximum of nine semester credit hours.

Prerequisite: GRDS 2302.