

COMMUNICATION DESIGN (CDES)

CDES 1300 Design Technology

3 Semester Credit Hours

This studio course is restricted to Communication Design intended majors. This course is an introduction to the Macintosh operating system, the industry-standard software programs, and the technical applications for design production. Topics of study include an overview of Adobe software programs (Photoshop, Illustrator, InDesign), and digital imaging strategies and techniques for bitmap, vector, and page layout creation used in print and digital design products. Students will be assigned projects testing their comprehension of these skill sets.

Co-requisite: ARTS 1311.

CDES 1301 Communication Design Fundamentals

3 Semester Credit Hours

This studio course is restricted to Communication Design intended majors. This course includes an intensive study of the basic principles, theories, and methods employed in the creation of visual communication. Topics of study include the characteristics and compositional principles applied to symbol, image, and letterform, as well as an overview of the historical context and practical application of graphic design. Emphasis will be placed on the development of creative processes and visual concepts, as well as the application of formal qualities, materials, and craft.

Prerequisite: CDES 1300 and ARTS 1311.

CDES 1302 Typography I

3 Semester Credit Hours

This studio course is restricted to students admitted to the Communication Design program. Students must pass the Lower Level Portfolio Review to take this course. It must be taken concurrently with CDES 2301 Design History to Practice. This course includes intensive study of the history, terminology, theory, and application of typography, and the creation of visual communication with particular emphasis on typographic content. Topics of study include typographic form and meaning, hierarchy, legibility and readability, structure and composition, and the management of written content within the design process. Specialized technical instruction includes software applications for document construction, layout, and letterform manipulation, building upon the experiences of CDES 1300 and CDES 1301.

Prerequisite: CDES 1300 and 1301.

Co-requisite: CDES 2301.

CDES 2301 Design History to Practice

3 Semester Credit Hours

This studio course is restricted to students admitted to the Communication Design program. Students must pass the Lower Level Portfolio Review to take this course. It must be taken concurrently with CDES 1302 Typography I. This studio course examines the history of communication design from the 19th century to the present. Students will investigate different movements within communication design history and produce works that embody these eras or connect to relevant historical contexts or themes.

Prerequisite: CDES 1300 and 1301.

CDES 2303 Design Concepts

3 Semester Credit Hours

This studio course is restricted to students admitted to the Communication Design program. It must be taken concurrently with CDES 2304 Typography II. This course includes an intensive study of the development of creative and effective ideation processes for application to design problems from selected aspects of the field. Topics of study include project research, content development, messaging, individual and collaborative creative processes, and visual problem-solving. Emphasis will be placed on critical skills, articulation, productivity, and response to clients, audiences, and contexts.

Prerequisite: CDES 2301 and 1302.

Co-requisite: CDES 2304.

CDES 2304 Typography II

3 Semester Credit Hours

This studio course is restricted to students admitted to the Communication Design program. It must be taken concurrently with CDES 2303 Design Concepts. This course continues the development of typographic practice, and the creation of visual communication with an emphasis on the integration of typographic content and image. Topics of study include advanced issues in typographic hierarchies and composition, the organization, management, and delivery of content, typeface selection, and typesetting. The course will also explore meaning, concept, and expression associated with typographic form.

Prerequisite: CDES 2301 and 1302.

Co-requisite: CDES 2303.

CDES 3302 Design Systems

3 Semester Credit Hours

This studio course is restricted to students admitted to the Communication Design program. It must be taken concurrently with CDES 3306 Interactive Design I. This course is an introduction to the development of creative and effective ideation for application across coordinated design products. Projects will address design systems across multiple formats and media for commercial, promotional, educational, or informational contexts.

Prerequisite: CDES 2303 and 2304.

Co-requisite: CDES 3306.

CDES 3306 Interactive Design I

3 Semester Credit Hours

This studio course is restricted to students admitted to the Communication Design program. It must be taken concurrently with CDES 3302 Design Systems. This course is an introduction to the development, strategies, creation, and execution of interactive products. Students will experiment with a variety of interactive applications and create projects that foster intuitive product experiences.

Prerequisite: CDES 2303 and 2304.

Co-requisite: CDES 3302.

CDES 3309 Interactive Design II

3 Semester Credit Hours

This studio course is restricted to students admitted to the Communication Design program. It must be taken concurrently with CDES 3310 Design Campaigns. This course continues the development of dynamic design solutions for interactive devices, systems, and services. Students will delve deeper into advanced concepts, expand their skills with specialized applications, and create projects based on best practices for effective user experiences.

Prerequisite: CDES 3302 and 3306.

Co-requisite: CDES 3310.

CDES 3310 Design Campaigns**3 Semester Credit Hours**

This studio course is restricted to students admitted to the Communication Design program. It must be taken concurrently with CDES 3309 Interactive Design II. This course includes an intensive study of the development of conceptual and innovative ideation for application across complex coordinated client-focused design campaigns. Campaigns will address a broad range of design products across multiple formats and media.

Prerequisite: CDES 3302 and 3306.

Co-requisite: CDES 3309.

CDES 3311 Digital Illustration**3 Semester Credit Hours**

This studio course is intended for students admitted to the Communication Design program but is available for non-majors with instructor permission. This course explores the fundamentals of digital illustration and examines advanced imaging tools used by artists and illustrators. Through projects, discussions, and lectures, a variety of digital applications and working methods will be explored in the context of current digital illustration trends and techniques. Assignments will emphasize concepts, creativity, communication, technical achievement, file management, production, and presentation.

Prerequisite: CDES 2303 and 2304.

CDES 3312 Book Design**3 Semester Credit Hours**

This studio course is intended for students admitted to the Communication Design program but is available for non-majors with instructor permission. This advanced course is devoted to the study and creation of single-volume and limited-edition books. Problem-solving is structured to develop conceptual skills and research methodology for the creation of original content intended for publication. Studio exercises focus on the integration of traditional image creation and media with advanced digital imaging tools.

Prerequisite: CDES 2303 and 2304.

CDES 3313 Publication Design**3 Semester Credit Hours**

This studio course is restricted to students admitted to the Communication Design program. This advanced course examines conceptual and design strategies associated with the layout of multi-page commercial publications. Emphasis is placed on organizational and hierarchical systems, continuity and pacing, and the integration of image and type.

Prerequisite: CDES 2303 and 2304.

CDES 3314 Risograph Design**3 Semester Credit Hours**

This studio course is intended for students admitted to the Communication Design program but is available for non-majors with instructor permission. This course introduces the fundamental principles and practices of Risograph printing, an analog technique noted for its unique textures and vivid colors. Students will be introduced to the mechanics of the machine, the art of layering colors, and experimentation with different paper stocks. Additional topics of study may include color theory, photo manipulation, and print production.

Prerequisite: CDES 2303 and 2304.

CDES 3315 Children's Book Illustration**3 Semester Credit Hours**

This studio course is intended for students admitted to the Communication Design program but is available for non-majors with instructor permission. This course is an introduction to the art and process of illustrating a children's book from manuscript through publisher submission. Students will explore character and scene development, composition, pacing, perspective, developing the visual narrative, storyboarding, and dummy creation. Additional topics include industry resources, best practices, and paths to publishing.

Prerequisite: CDES 2303 and 2304.

CDES 3316 Poster Design**3 Semester Credit Hours**

This studio course is restricted to students admitted to the Communication Design program. This advanced course explores design solutions as applied to contemporary poster design. Through lectures, demonstrations, and studio exercises, students will explore conceptual problem-solving, design, and communication strategies specific to the demands of the form. Students will investigate contemporary illustrative, photographic, and typographic expressions as design solutions.

Prerequisite: CDES 2303 and 2304.

CDES 3355 Graphic Design for Non-Majors**3 Semester Credit Hours**

This studio course is designed to provide non-Communication Design majors with the necessary visual communication skills to excel in the broad fields of Marketing and Communications. Throughout the course, students will engage in various projects to enhance expertise in graphic design topics such as fundamentals, photo manipulation, compositing, design for different media platforms, website design, and presentation design. These practical projects will provide essential experience in real-world design situations that emphasize business objectives.

CDES 4301 Professional Practice**3 Semester Credit Hours**

This studio course is restricted to students admitted to the Communication Design program. This course is crafted to guide design students through the intricate interplay of design and business. It offers a blend of learning experiences, featuring lectures, guest presentations by legal and industry experts, collaborative discussions, practical hands-on exercises, and personal branding development.

Prerequisite: CDES 3309 and 3310.

CDES 4310 Design Portfolio**3 Semester Credit Hours**

This studio course is restricted to students admitted to the Communication Design program. Students in this course will prepare for the transition to design practice through the creation of a portfolio of design work. Course topics will include career options, self-promotion, portfolio design and production, market selection, and interview skills. All students are required to present their design work at the Communication Design Senior Portfolio Review.

Prerequisite: CDES 4301.

CDES 4311 Art Direction**3 Semester Credit Hours**

This studio course is restricted to students admitted to the Communication Design program. This advanced course is devoted to developing and executing conceptual strategies for communication design across a variety of advertising media. Topics of study will include project research, brief development, messaging, copywriting, and the development of creative and effective ideation for advertising products. This course introduces contemporary advertising strategies and practices for traditional and digital delivery and explores the interaction of advertising and graphic design.

Prerequisite: CDES 2303 and 2304.

CDES 4312 Experiential Design**3 Semester Credit Hours**

This studio course is restricted to students admitted to the Communication Design program. This advanced course is devoted to the study and creation of designed elements, spaces, and experiences that communicate identity and information while connecting people to place. Projects may address wayfinding systems, architectural graphics, signage, point of purchase design, exhibit design, and mapped and themed environments.

Prerequisite: CDES 2303 and 2304.

CDES 4313 Design for Good**3 Semester Credit Hours**

This studio course is restricted to students admitted to the Communication Design program. This advanced course examines the role of design in society. Students will use co-design and design thinking approaches to develop and execute service-learning projects that impact society.

Prerequisite: CDES 3302 and 3306.

CDES 4314 Motion Graphics**3 Semester Credit Hours**

This studio course is intended for students admitted to the Communication Design program but is available for non-majors with instructor permission. This course is an introduction to the creative and technical processes involved with the use of motion in communication design. Studio exercises result in the creation of motion graphics for a variety of mediums such as film, broadcast, and web.

Prerequisite: CDES 2303 and 2304.

CDES 4315 Emerging Technologies**3 Semester Credit Hours**

This studio course is restricted to students admitted to the Communication Design program. This advanced course examines the use of emerging technologies and their role in the design profession. Students will be introduced to specialized tools, topics, and techniques as applied to design products.

Prerequisite: CDES 3306.

CDES 4316 Package Design**3 Semester Credit Hours**

This studio course is restricted to students admitted to the Communication Design program. This advanced course is devoted to the study and creation of packaging, package labeling, point-of-sale, and associated collateral materials. Problem-solving is structured to develop conceptual skills and research methodology for the design of forms employed to identify, contain, protect, preserve, and display information about a product. The course utilizes traditional and digital formats.

Prerequisite: CDES 2303 and 2304.

CDES 4317 Brand Identity**3 Semester Credit Hours**

This studio course is restricted to students admitted to the Communication Design program. This advanced course is devoted to the study and design of coordinated systems of visual communication elements used to identify a company or cause. Projects will address project research, creative brief development, messaging, and effective ideation for application across coordinated graphic design campaigns for print and digital delivery.

Prerequisite: CDES 2303 and 2304.

CDES 4318 Advanced Typography**3 Semester Credit Hours**

This studio course is restricted to students admitted to the Communication Design program. This advanced course continues the study of typographic form, context, and communication in graphic design. Projects will address issues such as exploration in application, letterform creation, experimentation in media, and discovery of letterform traditions outside the Western foundry tradition. The course will also explore issues pertaining to meaning, concept, legibility, and expression.

Prerequisite: CDES 2303 and 2304.

CDES 4391 Topics in Communication Design**3 Semester Credit Hours**

This studio course is restricted to students admitted to the Communication Design program. This advanced course focuses on specific subjects and themes within Communication Design, incorporating assignments and outcomes that align with the selected topic. May be repeated when topics vary. Permission of instructor.

CDES 4399 Communication Design Internship**3 Semester Credit Hours**

This course is restricted to students admitted to the Communication Design program. This advanced course is an individualized internship within the student's intended area of emphasis in the design industry. Students participate in a professional environment and are evaluated by predetermined curriculum objectives agreed upon by the employer, supervising faculty, and the student. Students gain valuable on-the-job experience collaborating with industry professionals to conceive, develop, and produce design products. Qualifying internships must provide an experience equivalent to upper-division coursework. Eligibility will be based on the student's GPA, classification, and performance in the classroom. Students are advised to anticipate dedicating 10 to 12 hours each week or at least 140 hours throughout their placement duration. This course counts as an upper-division elective within the program curriculum. This course is graded Credit/No Credit. Permission of instructor.

Prerequisite: CDES 2304.