

GRAPHIC DESIGN (GRDS)

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.

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 3301 Typography II

3 Semester Credit Hours

THROUGH READINGS, WRITING ASSIGNMENTS, LECTURES, AND STUDIO PROJECTS, STUDENTS EXPLORE THE RELATIONSHIP OF TYPE TO CULTURAL, POLITICAL, AND PSYCHOLOGICAL DYNAMICS OF INFORMATION EXCHANGE. THE IDEAS OF INTELLECTUAL IMPACT, COMPLEX HIERARCHY, ACTIVE/PASSIVE READERSHIP, AND EMOTIONAL EXPRESSION ARE ALL EXPLORED WITH THE EMPHASIS ON USER EXPERIENCE IN TYPOGRAPHIC DESIGN.

Prerequisite: GRDS 1301, 1302, 2301 and 2302.

GRDS 3302 Design Studio II

3 Semester Credit Hours

THIS COURSE ENCOURAGES STUDENTS TO FURTHER DEVELOP THEIR DESIGN PROCESS BY REFLECTING ON THEIR OWN PERSONAL AND ARTISTIC IDENTITIES, WHILE IDENTIFYING AND COMMUNICATING TO A SPECIFIC AUDIENCE. THROUGH A SERIES OF PRINT AND THREE-DIMENSIONAL PROJECTS, STUDENTS WORK TO BALANCE THEIR OWN VOICE AND DEVELOP STRONG CONCEPTUAL THINKING AND FORMAL EXPERIMENTATION METHODS.

Prerequisite: GRDS 1301, 1302, 2301 and 2302.

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 1301, 1302, 2301 and 2302.

GRDS 3304 Publication & Editorial 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.

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 1301, 1302, 2301 and 2302.

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.

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 1301) and (GRDS 1302) and (GRDS 2301) and (GRDS 2302).

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 1301, 1302, 2301 and 2302.

GRDS 4304 Emerging Technologies

3 Semester Credit Hours (6 Lab 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 1301, 1302, 2301, 2302, 3301 and 3302.

GRDS 4309 Design in Advertising

3 Semester Credit Hours

THIS STUDIO COURSE WILL TEACH STUDENTS HOW TO DEVELOP CREATIVE STRATEGIES FOR PROBLEM SOLVING IN A CLIENT-BASED ENVIRONMENT. THIS STUDIO FOCUSES ON ADVERTISING DESIGN AS IT APPLIES TO PRINT, MULTIMEDIA, OUTDOOR, AND DIRECT MAIL DESIGN FOR A CHOSEN AUDIENCE.

Prerequisite: GRDS 1301, 1302, 2301, 2302, 3301 and 3302.

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.

Prerequisite: GRDS 1301, 1302, 2301, 2302, 3301 and 3302.

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.