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. Note: May be taken three times for credit.
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.