

# GRAPHIC DESIGN (GD)

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## GD 121. ADOBE SOFTWARE BASICS. (3 Credits)

Instruction in drawing, editing, and layout techniques using Adobe Illustrator, and Photoshop CS6 and CC.

## GD 126. GRAPHIC DESIGN PRO APPLICATION. (2 Credits)

Required pre-graphic design course. Course will focus on the development of a final portfolio to be reviewed by the graphic design faculty at the end of the spring term. Lec/lab/studio.

**Prerequisites:** ART 101 with C- or better and ART 115 [C-] and ART 121 [C-] and ART 131 [C-]

**Recommended:** ART 120 and ART 122 and DHE 121

## GD 200. GRAPHIC DESIGN TECHNOLOGY AND PRODUCTION 1. (4 Credits)

A second year level course (2 series) covering software skills and production techniques aimed at building a confident understanding and demonstration of the tools of design, making, craft, and delivery.

## GD 220. GRAPHIC DESIGN TECHNOLOGY AND PRODUCTION 2. (4 Credits)

A second-year level course (2 series) covering software skills and production techniques aimed at building a confident understanding and demonstration of the tools of design, making, craft, and delivery.

**Prerequisites:** GD 200 with C- or better

## GD 224. INTERACTIVE DESIGN 1. (4 Credits)

Introductory class to interactive design principles in the graphic design professional core.

**Prerequisites:** GD 126 with C- or better and GD 226 (may be taken concurrently) [C-] and GD 228 (may be taken concurrently) [C-]

## GD 226. TYPOGRAPHY 1. (4 Credits)

An introductory course in the discipline, function and tradition of typography as it relates to visual and verbal communication.

**Prerequisites:** GD 126 with C- or better

## GD 228. PROCESS: MAKING AND MEANING. (4 Credits)

Course utilizes creative problem solving techniques, communication theories, combined with media explorations to bring together message, meaning, medium, and form.

**Prerequisites:** GD 126 with C- or better

## GD 230. GRAPHIC DESIGN PROFESSIONAL DEVELOPMENT. (2 Credits)

A required professional development course for graphic design sophomores aimed at preparing and empowering students to navigate professional opportunities 'as students'. This course is a prerequisite for GD 430 Graphic Design Practicum.

## GD 269. GRAPHIC DESIGN HISTORY. (3 Credits)

A historical and theoretical overview of the evolution and innovations in graphic design.

**Prerequisites:** GD 126 with D- or better

**Equivalent to:** GD 369

## GD 312. ^CONTEMPORARY ISSUES IN DESIGN. (3 Credits)

For all graphic design students in the professional graphic design program. The course examines contemporary design issues through reading, research, writing, presentations and discussion. (Writing Intensive Course)

**Attributes:** CWIC – Core, Skills, WIC

**Prerequisites:** GD 126 with D- or better

**Equivalent to:** GD 412

## GD 325. GRAPHIC DESIGN: COLLABORATIVE PROCESSES. (4 Credits)

Intermediate course in graphic design. Emphasis on collaborative projects exploring principles of group problem solving in typography.

## GD 326. TYPOGRAPHY 2. (4 Credits)

An intermediate course exploring the design of organizational typographic structures and systems.

**Prerequisites:** GD 126 with C- or better

## GD 327. TYPOGRAPHY 3. (4 Credits)

An intermediate course exploring the visual, expressive vocabulary of typography, using innovative experimentation.

**Prerequisites:** GD 126 with C- or better

## GD 328. INTERACTIVE 2. (4 Credits)

An introduction to the contemporary issues of interactive design: experience design, application design, e-publication design, and from a visual communications perspective.

**Prerequisites:** GD 126 with C- or better

## GD 369. GRAPHIC DESIGN HISTORY. (3 Credits)

An intermediate lecture course providing a historical and theoretical overview of the evolution and innovation in graphic design.

**Equivalent to:** GD 269

**Recommended:** ART 204 and ART 205 and ART 206 and ART 367

## GD 412. ^CONTEMPORARY ISSUES IN DESIGN. (3 Credits)

How contemporary culture shapes the practice of graphic design and how design shapes the culture in which we live. Issues examined through lectures, readings, discussion and writing. (Writing Intensive Course)

**Attributes:** CWIC – Core, Skills, WIC

## GD 419. PORTFOLIO REVIEW. (3 Credits)

A course to advise students during their final portfolio preparation. The objective is to complete the portfolio and hone presentation skills and techniques.

**Prerequisites:** GD 420 with C- or better

## GD 420. PROFESSIONAL PRACTICES. (3 Credits)

Professional ethics and standards, business practices and tactics, and pre-press production techniques and concerns for graphic designers.

**Prerequisites:** GD 126 with D- or better

## GD 421. INFORMATION AND PUBLICATION DESIGN. (4 Credits)

Theoretical and historical issues of organizing and visualizing statistics, numbers, and/or complex relationships. Emphasis on conceptualization, visual diagramming, and analysis of subtle visual relationships.

## GD 422. NEW MEDIA: INTERACTIVE. (4 Credits)

An advanced course designing digital experiences with emphasis on innovative navigation, architectural structures, theoretical, and historical issues of new media.

**Recommended:** Junior block in graphic design and CS 295.

## GD 423. EXPERIMENTAL TYPOGRAPHY. (4 Credits)

An advanced course in experimental typography focusing on intent, meaning, and method.

## GD 424. BRAND IDENTITY SYSTEMS. (4 Credits)

Studio course that explores both the theory and the practice of brand identity systems, through the creation of a comprehensive visual branding project.

**Prerequisites:** GD 126 with C- or better

*This course is repeatable for 12 credits.*

## GD 426. GRAPHIC DESIGN CAPSTONE 1. (3 Credits)

The first in a two-course sequence of senior-level graphic design capstone courses. The focus is on applying more in-depth design research methods to graphic design senior capstone projects.

**GD 427. CAPSTONE 2. (4 Credits)**

The second in a two-course sequence of senior-level graphic design capstone courses. The focus is on the design and development of the senior capstone project.

**Prerequisites:** GD 126 with C- or better and GD 426 [C-]

**GD 429. GRAPHIC DESIGN STUDIO. (4 Credits)**

Provides opportunity for students to work with clients on actual projects in a professional environment. Lec/lab.

*This course is repeatable for 16 credits.*

**GD 430. GRAPHIC DESIGN PRACTICUM. (2 Credits)**

Works from the skills and lessons learned in GD 230, Professional Development, to provide a system of evaluation and reflection in a structured class environment for students in a graphic design internship or project-based practicum.

**Prerequisites:** GD 230 with C- or better

*This course is repeatable for 8 credits.*

**GD 499. SPECIAL TOPICS. (1-16 Credits)**

*This course is repeatable for 16 credits.*