

GRAPHIC DESIGN (GD)

GD 110, GRAPHIC DESIGN TOOLS AND TECHNIQUES, 4 Credits

A foundation-level course covering software skills and production techniques aimed at building a confident understanding and demonstration of the tools of design, making, craft, and delivery.

Available via Ecampus

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.

Prerequisite: 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 210, GRAPHIC DESIGN I, 4 Credits

Explores the basic elements and principles of graphic design, using a variety of analog and digital techniques. Examines both visual and verbal vocabulary to describe and complete design projects with targeted intention. Introduces the practice, theory, methodologies and delivery systems of graphic design, including image making, typography, and composition, building upon technical skills gained in GD 110.

Prerequisite: GD 110 with C- or better

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.

Prerequisite: 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.

Prerequisite: 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.

Prerequisite: GD 126 with C- or better

Equivalent to: ART 226

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.

Prerequisite: GD 126 with C- or better

Equivalent to: ART 228

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.

Prerequisite: GD 126 with D- or better

Equivalent to: GD 369

Available via Ecampus

GD 300, GRAPHIC DESIGN ADVANCED TOOLS AND TECHNIQUES II, 4 Credits

An intermediate technology course covering software skills and production techniques for interactive and motion delivery, aimed at building a confident understanding and demonstration of the industry standard tools of interactive and time-based design.

Prerequisite: GD 210 with C- or better

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

Prerequisite: 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.

Equivalent to: ART 325

GD 326, TYPOGRAPHY 2, 4 Credits

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

Prerequisite: GD 126 with C- or better

Equivalent to: ART 326

GD 327, TYPOGRAPHY 3, 4 Credits

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

Prerequisite: GD 126 with C- or better

Equivalent to: ART 327

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.

Prerequisite: GD 126 with C- or better

Equivalent to: ART 328

GD 330, GRAPHIC DESIGN AND SUSTAINABILITY, 4 Credits

An in-depth and hands-on exploration of the strategies, frameworks, and problem solving skills required for a sustainable and regenerative graphic design practice. Focus is on applying perspectives and systems thinking skills to design projects in the real world.

Prerequisite: GD 210 with C- or better

GD 355, THE PHOTOGRAPHIC BOOK, 4 Credits

Practical studio course focusing on the photographic book in all of its forms. Use appropriated imagery as well as original imagery to create a variety of zines as well as soft and hardcover photo-books. Structure, form, materials, and layout will be discussed as well as content, sequencing, and physical construction. **CROSSLISTED** as ART 355/ GD 355.

Prerequisite: ART 263 with C- or better

Equivalent to: ART 355

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.

Prerequisite: GD 420 with C- or better

Equivalent to: ART 419

GD 420, PROFESSIONAL PRACTICES, 3 Credits

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

Prerequisite: GD 126 with D- or better

Equivalent to: ART 420

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.

Equivalent to: ART 421

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.

Equivalent to: ART 423

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.

Prerequisite: GD 126 with C- or better

Equivalent to: ART 424

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.

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

Equivalent to: GD 428

GD 429, GRAPHIC DESIGN STUDIO, 4 Credits

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

Equivalent to: ART 429

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.

Prerequisite: GD 230 with C- or better

This course is repeatable for 8 credits.

GD 440, USER RESEARCH FOR GRAPHIC DESIGNERS, 4 Credits

Examines the theory and methodology of user and audience research (qualitative and quantitative) as it relates to the graphic design discipline. Examines specific methodologies for the execution of design and user research through the conceptualization and implementation of design projects. Explores how theory can be put into practice through a student-initiated primary research project consisting of a design methodology and implementation.

Prerequisite: GD 210 with C- or better

GD 455, THE PHOTOGRAPHIC BOOK II, 4 Credits

Practical studio course focusing on advanced practices and techniques in relation to the photographic book. Use appropriated imagery as well as original imagery to complete well-developed book projects. Structure, form, materials, and layout will be discussed as well as content, sequencing, and physical construction. Advanced elements such as application of blanking, slip cases, screen printing, and other construction techniques will be taught. CROSSLISTED as ART 455/GD 455.

Prerequisite: ART 355 with C- or better

Equivalent to: ART 455

GD 499, SPECIAL TOPICS, 1-16 Credits

This course is repeatable for 16 credits.