**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

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.