GRAPHIC DESIGN   GD

Department of Art, Art History, and Design
College of Arts and Letters

160   Digital Graphic Design: Tools and Methods
Fall, Summer. 3(0-6) RB: Understanding of how to use a personal computer and web browsers. SA: STA 160
Introduction of digital tools and methods specific to contemporary graphic design.

200   History of Graphic Design
Fall, Summer. 3(3-0) SA: HA 200
Survey of visual communication. Social, global and technological developments in graphic design as it relates to art historical movements and other design disciplines. Typography of printed and digital work from 1880 to present.

260   Concepts of Graphic Design
Fall, Spring, Summer. 3(0-6) RB: Understanding of how to use a personal computer, web browsers, and mobile devices. R: Not open to students in the Graphic Design Major. SA: STA 260
Overview of form and communication analysis and manipulation. Investigation of theory, concept and visual tools central to developing visual communication systems.

295   Design Thinking for Entrepreneurs
Fall, Spring, Summer. 3(0-6)
Skills in ideation and innovation, discovering human needs and matching them with feasible solutions developed in accordance with the principles and practices of entrepreneurship; creating value and working towards social good by developing solutions to complex issues affecting multiple systems or populations.

303   Experimental Design Practices
Fall, Spring. 3(0-6) RB: Understanding of how to use a personal computer, web browsers, and mobile devices R: Open to students in the Experience Architecture Major or in the Graphic Design Major or in the Bachelor of Fine Arts in Studio Art or in the Studio Art Major. SA: STA 303
Studio-based survey of experimental and futures-oriented design practices that are interdisciplinary in nature, intersect with emergent practices in the visual arts, and address broader issues of power, normativity, and social justice.

360   Graphic Design I: Graphic Form
Fall, Spring. 3(0-6) P: STA 110 and STA 113 and STA 114 and STA 112 SA: STA 360
Introduction to form analysis and manipulation, through theory, concept and visual tools, to develop clear formal languages. Traditional and digital craft. Development of verbal articulation.

365   Typography I: Form and Meaning
Fall, Spring. 3(0-6) P: STA 110 and STA 113 and STA 114 and STA 112 SA: STA 365
Formal and communicative properties of typography. Letterform, font specification, style, meaning, texture, and space. Sequence of analysis from formal aspects, to communicative, to a synthesis of the two.

460   Graphic Design II: Visual Communication
Fall, Spring. 3(0-6) P: (GD 360 or STA 360) and (GD 365 or STA 365) RB: Understanding of how to use a personal computer and web browsers. SA: STA 460
Advance from the analysis of form to the meaning of form. Synthesis of form and content will progress towards cohesive communication systems.

462   Spatial Design
Fall. 3(0-6) P: GD 360 and GD 365 SA: STA 462
Development and application of visual communication elements for volumetric structures and spaces.

465   Typography II: Typographic Systems
Fall, Spring. 3(0-6) P: GD 360 and GD 365 RB: Understanding of how to use a personal computer and web browsers. SA: STA 465
Typographic exploration through grid, hierarchy, and systems development. Variety of purpose, content and viewer consideration in resulting appropriate forms.

466   Identity Design
Fall. 3(0-6) P: GD 460 SA: STA 466
Design development, hierarchical unification, and application strategies for the graphic identification of organizations and sub-units of organizations.

467   Motion Design
Spring. 3(0-6) P: GD 360 and GD 365 SA: STA 467
Time-based design utilizing sound and motion for visual communication and personal expression relating to the field of graphic design. Conceptual and formal explorations relating to the moving image such as motion graphics, stop-motion animation, and kinetic typography.

468   Interaction Design
Fall, Spring. 3(0-6) P: GD 460 RB: GD 467 SA: STA 468
Digital interactivity as a tool for visual communication, design and distribution of ideas. Conceptual, formal and typographical explorations relating to screen-based activities such as interface design, user-interaction and basic animation.

491   Selected Topics - Graphic Design
Fall, Spring. 3(0-6) A student may earn a maximum of 6 credits in all enrollments for this course. P: GD 360 or GD 365
Issues of technique, style, and content in graphic design.

492   Senior Seminar and Professional Practice (W)
Spring. 2(2-0) P: (STA 492A or concurrently) and completion of Tier I writing requirement R: Open to seniors in the Graphic Design Major.
Capstone course for graphic designers. Writing as a mode of issue delineation and definition, portfolio preparation.

492A   Exhibition Practicum
Spring. 1(1-0) P: Completion of Tier I Writing Requirement R: Open to seniors in the Graphic Design Major. C: GD 492 concurrently.
Exhibition experience in graphic design. Audience delineation, conceptual framing, use of space, and evaluation.

493   Design Internship
Fall, Spring, Summer. 1 to 3 credits. P: GD 460 or GD 462 or GD 465 or GD 466 or GD 467 or GD 468 R: Approval of department.
Field experience in a working design environment under supervision of a graphic design professional.

494   Design Center
Spring. 3(0-6) P: GD 460 RB: One 400 level graphic design course. Contract required prior to registration R: Approval of department. SA: STA 494
Practicum in design problem-solving, including extensive contact with selected clients at a professional level.