Graphic Design

Drawing for Design

GRDSN 1100 - 3 Credits

Foundation of drawing illustrative matter for commercial applications using various materials and techniques appropriate to the field of graphic design and illustration. Emphasis on visualization and sketching of concepts. (6 lab hours)

Print Fundamentals for Designers

GRDSN 1101 - 3 Credits

Focuses on the print skills necessary to prepare designs for successful output. Explores industry standard software applications and their functions, along with a wide range of print production skills and techniques essential to designers. (1 lecture, 5 lab hours)

Graphic Design 1

GRDSN 1102 - 3 Credits

Introduces the basic principles and elements of graphic design, the history of graphic design, form/symbol development, typography, and color theory. Provides practical experience in essential studio processes and procedures, critiques, and group discussions. (6 lab hours)

Typography

GRDSN 1104 - 3 Credits

Introduction to typographic history, study of letterforms, terms, classifications, and typeface selection. Exploration of type mechanics and aesthetics, using type in a variety of design applications. Examines structure, layout, and information hierarchy, as well as the relationship of type to image and cultural context. (6 lab hours)

Graphic Design 2

GRDSN 1105 - 3 Credits

An exploration of graphic design through the integration of typography and imagery from planning, conceptualization, and creation, through management of content for a variety of projects. Major themes include: contrast and fusion of graphic form, text/image collage, hierarchy, grid systems, and extended layouts. Critiques and discussions of professional work including traditional structures of books, catalogs, magazines, and brochures. Emphasizes the use of Adobe InDesign in creating projects. Prerequisite: Graphic Design 1102 with a grade of C or better, or equivalent or consent of instructor (6 lab hours)

Three-Dimensional Design

GRDSN 1106 - 3 Credits

Design and construction of three-dimensional forms such as packaging, exhibits, and displays. Students will conceptualize and develop preliminary construction plans, and build mock-ups of three-dimensional communication design projects using a variety of materials and techniques. Prerequisite: Graphic Design 1102 with a grade of C or better, or equivalent or consent of instructor (6 lab hours)

Digital Illustration 1

GRDSN 1107 - 3 Credits

An introduction to creating digital images for use in graphic design. Use of computers and current software to develop illustrative projects. Focus on originality of imagery and image creation techniques including collage, montage, and mixed media to create professional quality images. Emphasis on the use of Adobe Photoshop and/or other raster-oriented software in creating projects. Prerequisite: Graphic Design 1102 with a grade of C or better, or equivalent or consent of instructor (6 lab hours)

Digital Illustration Design 2

GRDSN 1108 - 3 Credits

Focuses on the originality of imagery and image creation techniques, including collage, montage, and mixed media, to create professional quality images. Emphasis on the use of Adobe Illustrator and/or other vector-based software in creating illustration projects. Prerequisite: Graphic Design 1102 with a grade of C or better, or equivalent or consent of instructor (6 lab hours)

Project Planning for Graphic Design

GRDSN 1109 - 3 Credits

Explores the intersection of business and graphic design, introducing fundamentals of planning, research, analysis, presentation techniques, and production coordination. Addresses the entrepreneurial and strategic aspects of the business of design, as well as design concerns within a client's business environment. Course content may include case studies, group projects, guest speakers, and corporate events to prepare students to apply creative vision to the fulfillment of business objectives. Prerequisite: Graphic Design 1102 with a grade of C or better or equivalent (1 lecture hour, 5 lab hours)

Graphic Design

Selected Topics

GRDSN 1820 - 2 Credits

Critical discussion, review and analysis of a selected topic in advertising, design or illustration. Completion of projects appropriate to the selected topic. Topic is specified in the subtitle of the course listed in the Class Schedule. This course may be taken four times for credit as long as a different topic is selected each time. Prerequisite: Any 1100-level Graphic Design course or consent of instructor (1 lecture hour, 2 lab hours)

Selected Topics

GRDSN 1821 - 3 Credits

Introductory exploration and analysis of selected topics with a specific theme indicated by course title listed in college Class Schedule. This course may be taken four times for credit as long as different topics are selected. Prerequisite: Any 1100-level Graphic Design course or consent of instructor (2 lecture hours, 2 lab hours)

Independent Study

GRDSN 1840 - 1-4 Credits

Exploration and analysis of topics within the discipline to meet individual student-defined course description, goals, objectives, topical outline and methods of evaluation in coordination with and approved by the instructor. This course may be taken four times for credit as long as different topics are selected. Prerequisite: Consent of instructor is required (8 lab hours)

User Experience Design

GRDSN 2200 - 3 Credits

Study of user experience design for interactive environments through the exploration of user interface, user personas, sitemaps, wire framing, prototypes, and current trends and practices in the field. Emphasis is placed on visual hierarchy and understanding the logical placement and flow of content to achieve a client's goals and create a navigable environment for the user. Prerequisite: Graphic Design 1102 with a grade of C or better, or equivalent or consent of instructor (1 lecture hour, 4 lab hours)

Graphic Design 3

GRDSN 2201 - 3 Credits

Development of visual identity systems for organizations and corporations applied to print, web, and broadcast media. Focuses on how organizations use identity design to express core values

and impact consumer perceptions of brand. Processes include research, conceptualization, image, type generation, layout, presentation, and evaluation. Prerequisite: Graphic Design 1105 with a grade of C or better, or equivalent or consent of instructor (6 lab hours)

Web/Interactive Design 1

GRDSN 2202 - 3 Credits

Designing for interactivity in environments such as the web, portfolios, and apps with an emphasis on interactive design workflow. Designing HTML- and CSS-based web pages, prototypes, and web sites utilizing industry-standard hardware and software. Developing interactive concepts and organization and integration of content into web sites. Creating, preparing, and manipulating documents, illustrations, and images for the web. Prerequisite: Graphic Design 1102 with a grade of C or better and Graphic Design 2200 with a grade of C or better, or equivalent or consent of instructor (6 lab hours)

Advertising Design

GRDSN 2203 - 3 Credits

Introduction to creative brief writing, concept development, brand positioning, client/agency relationship, copywriting, and research methods. Study of cultural, social, and psychological aspects of advertising design, including consumer behavior and effects of globalization. Survey and development of advertising design for various media, including print, broadcast, direct mail, packaging, and point-of-purchase. Prerequisite: Graphic Design 1102 with a grade of C or better, or equivalent or consent of instructor (6 lab hours)

Digital Illustration 3

GRDSN 2204 - 3 Credits

Continues the development of skills necessary to create illustration projects. Uses a combination of traditional drawing skills and current industry standard vector/raster-based software, such as Adobe Illustrator and Photoshop. Prerequisite: Graphic Design 1108 with a grade of C or better, or equivalent or consent of instructor (6 lab hours)

Graphic Design 4

GRDSN 2205 - 3 Credits

Studies communication of ideas and information through symbols, images, illustration, and typography as applied to print, new media, and other types of graphic design projects. Emphasis on professional design, illustration processes and presentation skills. Practical application of design

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theory in a simulated design studio/agency environment. Prerequisite: Graphic Design 2201 with a grade of C or better, or equivalent or consent of instructor (6 lab hours)

Web/Interactive Design 2

GRDSN 2206 - 3 Credits

Development of web and interactive design concepts and processes through advanced projects. Planning and development of web site design, mobile interface design, digital portfolio, and menus, and screens is explored using current authoring tools and techniques. Current trends and practices are studied and integrated into project designs. Prerequisite: Graphic Design 2202 with a grade of C or better or equivalent or concurrent enrollment in Graphic Design 2202 or consent of instructor (6 lab hours)

Portfolio Seminar

GRDSN 2208 - 3 Credits

Capstone course in the development of a personal portfolio of communication design projects. Emphasizes creative self-assessment, portfolio preparation, written communication, presentation, interview, and job search skills. Review of professional portfolio work and exploration of career opportunities in communication design. Students will demonstrate their understanding of design principles and creative problem-solving abilities through a portfolio of professional quality work. Prerequisite: Graphic Design 2201 with a grade of C or better, or equivalent or consent of instructor (6 lab hours)

Cartooning

GRDSN 2210 - 3 Credits

Creation of original written and illustrated cartoons with an emphasis on character development for animation. Historical overview of cartooning as visual storytelling. Exploration of drawing materials and techniques as related to cartooning. Examination of how to individualize cartoon characters, leading to clear and concise techniques for conveying character, stories, humor, and concepts. Prerequisite: Graphic Design 1100 or Art 1101 with a grade of C or better, or equivalent or consent of instructor. (6 lab hours)

Storyboarding/Sequential Art

GRDSN 2211 - 3 Credits

Study of visual storytelling ideas and techniques with an emphasis on storyboarding for animation and film. Includes developing scripts, drawing techniques, working with various materials and media, creating character model sheets, and storyboarding for character animation. Students break

down ideas and scenes sequentially to promote visual storytelling. Prerequisite: Graphic Design 2210 with a grade of C or better, or equivalent or consent of instructor (6 lab hours)

Internship (Career & Technical Ed)yCoop Ed/Internship Occup

GRDSN 2860 - 1-4 Credits

Course requires participation in Career and Technical Education work experience with onsite supervision. Internship learning objectives are developed by student and faculty member, with approval of employer, to provide appropriate work-based learning experiences. Credit is earned by working a minimum of 75 clock hours per semester credit hour, up to a maximum of four credits. Prerequisite: 2.0 cumulative grade point average; 12 semester credits earned in a related field of study; students work with Career Services staff to obtain approval of the internship by the Associate Dean from the academic discipline where the student is planning to earn credit.

Internship Advanced (Career & Tech Ed)

GRDSN 2865 - 1-4 Credits

Continuation of Internship (Career and Technical Education). Course requires participation in Career & Technical Education work experience with onsite supervision. Internship learning objectives are developed by student and faculty member, with approval of employer, to provide appropriate work-based learning experiences. Credit is earned by working a minimum of 75 clock hours per semester credit hour, up to a maximum of four credits. Prerequisite: 2.0 cumulative grade point average; 12 semester credits earned in a related field of study; students work with Career Services staff to obtain approval of the internship by the Associate Dean from the academic discipline where the student is planning to earn credit.