

Art Graphic Design - Visual Studies (ARTGD_VS)

ARTGD_VS 1400: Beginning Digital Imaging

Class will cover the basic tools used in digital imaging software. A variety of different software may be offered. Course may be repeated for up to 3 hours with the consent of instructor. Graded on S/U basis only.

Credit Hour: 1

ARTGD_VS 2400: Advanced Digital Imaging

Class will cover the basic tools used in digital imaging software. A variety of different software may be offered. Course may be repeated for up to 3 hours with the consent of instructor. Graded on S/U basis only.

Credit Hour: 1

Prerequisites: ARTGD_VS 1400

ARTGD_VS 2410: Graphic Design I

Emphasis on developing a design language and vocabulary. Projects explore visual images in two-dimensional space, each one focusing on a specific set of relationships. Introduction to methodological and research practices for designers. Course concludes with portfolio review for admission to ARTGD_VS2420 and further Graphic Design Courses. Payment of expendable materials fee is required.

Credit Hours: 3

Prerequisites: ARTGE_VS 1030, ARTDR_VS 1050

Recommended: ARTGE_VS 1040

ARTGD_VS 2420: Graphic Design II

Introduction to the discipline, function and tradition of typography. Topics include communication, text intensive documents, legibility/readability, movement, language sequence and information hierarchy. Payment of expendable materials fee is required. Enrollment is limited to students who have completed ARTGD_VS 2410 and successful completion of the graphic design portfolio review.

Credit Hours: 3

Prerequisites: consent of instructor

ARTGD_VS 2430: Calligraphy and Hand Lettering

Technical and historical instruction on several calligraphic alphabets. Application of hand lettering to both two and three-dimensional design projects. Emphasis placed on both technical mastery of letters, development of personal style and creative expression in projects.

Credit Hours: 3

Prerequisites: ARTGE_VS 1030, ARTDR_VS 1050 or instructor's consent

ARTGD_VS 2440: Basic Design and Visual Communications

This course is a hands-on course that utilizes lectures, readings, exercises and projects to help non-majors explore graphic design and improve their ability to communicate using design. Students will be introduced to topics including graphic design in society, visual hierarchy, grid, typography, color theory, image usage, UI, UX, digital platforms and organizing principles of design. This course is intended for students

who have an interest in design but do not plan on becoming practicing designers, there are no prerequisites.

Credit Hours: 3

ARTGD_VS 3410: Graphic Design III

Digital media and motion graphics are explored through the development of interactive presentations and web site design. Students experiment with the computer as a medium for delivery of communication. New, practical and conceptual skills will be discussed in order to develop meaningful, interactive user experiences. Payment of expendable materials fees is required.

Credit Hours: 3

Prerequisites: ARTGD_VS 2420

ARTGD_VS 3430: Advanced Calligraphy and Hand Lettering

Continuation of ARTGD_VS 2430. Students will expand their skills including study of more complex alphabets and further their personal style. Emphasis placed on both mastery of letters and creative exploration in projects. Repeatable to 6 credits.

Credit Hours: 3

Prerequisites: ARTGD_VS 2430

ARTGD_VS 3440: Packaging Design

This course will look at the discipline of packaging design from a three-dimensional perspective. By gaining an understanding of the materials and processes that relate to packaging, students will develop a selection of packaging solutions for a variety of different clients. Payment of expendable material fee is required. Repeatable to 6 credits.

Credit Hours: 3

Prerequisites: ARTGD_VS 3410

ARTGD_VS 3441: The History of Graphic Design

Broad overview of the history of graphic design. Topics will range from the history of printing, the beginnings of the profession, major movements and developments to the practice of design. Also looks at how the history of design and printing apply to today's visual communication.

Credit Hours: 3

Prerequisites: instructor's consent

ARTGD_VS 3442: Design for Corporate Identity and Branding

Planning, strategy, and design of the visual components necessary to create a corporate identity. Course will focus on how cohesive design programs function across various mediums and engage specific audiences. Payment of expendable materials fees is required. Repeatable to 6 credits.

Credit Hours: 3

Prerequisites: ARTGD_VS 3410

ARTGD_VS 3443: Letterpress

This course is about creating conceptual design solutions using the letterpress printing process. Projects are very broad, conceptual and highly individual with the opportunity to explore letterpress printing processes using several different presses and printing techniques. Each project will require a limited edition print run. Repeatable to 9 hours.

Credit Hours: 3

Prerequisites: Instructor's consent

ARTGD_VS 4400: Graphic Design IV

Goal directed graphic design problem solving stressing the integration of theory and practical applications while sharpening conceptual, computer, and research skills. Topics include current design theory, advanced typographic study, production methods and design/client interaction. Payment of expendable materials fee is required.

Credit Hours: 3

Prerequisites: ARTGD_VS 3410

ARTGD_VS 4410: Graphic Design V

Directed research, study and critical analysis in graphic design. Emphasis placed on research, writing, problem solving, aesthetic perception, conceptual thinking skills and technical proficiency. Students will focus on portfolio preparation and are advised to take the course a minimum of two times. May be repeated to 15 hours maximum. Payment of expendable materials fee is required.

Credit Hours: 3

Prerequisites: ARTGD_VS 3420

ARTGD_VS 4485: Problems in Graphic Design

Problems in Graphic Design.

Credit Hour: 1-3

Prerequisites: nstructor's consent required

ARTGD_VS 7400: Graduate Graphic Design

Graduate level work in graphic design. Emphasis on self-directed research and critical analysis. Students are encouraged to focus on conceptual development of their design work. Instruction is tailored to the student's individual investigations. Repeatable to 15 hours maximum.

Credit Hours: 3

Prerequisites: instructor's consent

ARTGD_VS 7485: Problems in Graphic Design

Graduate level work in graphic design.

Credit Hour: 1-3

Prerequisites: ARTGD_VS 4410 and departmental consent

ARTGD_VS 8400: Graduate Graphic Design II

Continuation of ARTGD_VS 7400. Repeatable to 15 hours.

Credit Hours: 3

Prerequisites: ARTGD_VS 7400 or equivalent
