

# Art Graphic Design - Visual Studies (ARTGD\_VS)

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## **ARTGD\_VS 1400: Digital Tools and Concepts**

Class will cover the basic tools used in industry standard, graphic design digital imaging software. A variety of different software may be offered.

**Credit Hours:** 3

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## **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

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## **ARTGD\_VS 2410: Introduction to Typography**

Introduction to the discipline, function and tradition of typography. 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\_VS 2420 and further Graphic Design Courses.

**Credit Hours:** 3

**Prerequisites:** ART\_VS 1030, ART\_VS 1050

**Recommended:** ART\_VS 1040

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## **ARTGD\_VS 2420: Design Methods and Production**

Continuation in the study of typography with emphasis placed on methods and production. 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

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## **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:** ART\_VS 1030, ART\_VS 1050 or instructor's consent

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## **ARTGD\_VS 2440: Foundations in Graphic Design for Non-Majors**

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

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## **ARTGD\_VS 2440H: Foundations in Graphic Design for Non-Majors - Honors**

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.

**Credit Hours:** 3

**Prerequisites:** Honors eligibility required

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## **ARTGD\_VS 3410: Interactive Media**

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

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## **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

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## **ARTGD\_VS 3440: Packaging Design Systems**

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

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## **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

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## **ARTGD\_VS 3441H: The History of Graphic Design - Honors**

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.

**Prerequisites:** Honors eligibility required

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**Credit Hours:** 3

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**ARTGD\_VS 3442: 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

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**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

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**ARTGD\_VS 4400: Design Systems**

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

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**ARTGD\_VS 4410: Professional Portfolio Development**

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 4400

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**ARTGD\_VS 4485: Problems in Graphic Design**

Problems in Graphic Design.

**Credit Hour:** 1-3

**Prerequisites:** instructor's consent required

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**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

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**ARTGD\_VS 7485: Problems in Graphic Design**

Graduate level work in graphic design.

**Credit Hour:** 1-3

**Prerequisites:** Instructor's consent required

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**ARTGD\_VS 8400: Graduate Graphic Design II**

Continuation of ARTGD\_VS 7400. Repeatable to 15 hours.

**Credit Hours:** 3

**Prerequisites:** ARTGD\_VS 7400 or instructor's consent

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