Graphic Design - Visual Studies (GD_VS)

GD_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

GD_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: GD_VS 1400

GD_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 GD_VS 2420 and further Graphic Design Courses.

Credit Hours: 3
Prerequisites: ART_VS 1030, ART_VS 1050
Recommended: ART_VS 1040

GD_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 GD_VS 2410 and successful completion of the graphic design portfolio review.

Credit Hours: 3
Prerequisites: consent of instructor

GD_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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GD_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

GD_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

GD_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.

Credit Hours: 3
Prerequisites: GD_VS 2420

GD_VS 3430: Advanced Calligraphy and Hand Lettering
Continuation of GD_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: GD_VS 2430

GD_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. Repeatable to 6 credits.

Credit Hours: 3
Prerequisites: GD_VS 3410

GD_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

GD_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.

Credit Hours: 3
Prerequisites: Honors eligibility required

GD_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. Repeatable to 6 credits.

Credit Hours: 3
Prerequisites: GD_VS 3410

GD_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

GD_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.

Credit Hours: 3
Prerequisites: GD_VS 3410

GD_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.

Credit Hours: 3
Prerequisites: GD_VS 4400

GD_VS 4420: Advanced Interactive Media
This course builds upon the topics covered in GD_VS 3410 Interactive Media by exploring advanced topics of graphical user interface design for desktop, mobile, and touch screen devices. Students will explore principles, patterns and process for interaction design and define the structure and behavior of interactive systems. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: GD_VS 3410

GD_VS 4485: Problems in Graphic Design
Problems in Graphic Design.

Credit Hour: 1-3
Prerequisites: instructor's consent required

GD_VS 4490: Internship in Graphic Design
This course is for Graphic Design majors who have obtained an internship that offers industry training and professional experience in graphic design, visual communications, and digital media through their work with agencies, organizations, and institutions. The student must register for the internship course under the advisement of a SVS faculty member during the semester in which the work takes place. Students may have up to 3 hours for any one internship experience with a total maximum of 6 hours. Sections may be graded on either A-F basis, required for the course to count towards the degree, or S/U.

Credit Hour: 1-3
Prerequisites: Instructor's consent required. Restricted to Graphic Design majors only

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GD_VS 4886: Creative Activity in Graphic Design
Creative activity in graphic design under mentorship of a faculty member. Course appears on transcript for zero credit and does not count toward full-time enrollment. No tuition or fees are charged. Graded on S/U basis only.

Credit Hours: 0
Prerequisites: instructor's consent

GD_VS 4976: Design - Senior Seminar
Capstone for undergraduate graphic design students. Emphasis placed on research and writing about the theory and practice of design. Students connect with Graphic Design Alumni with the Alumni Lecture Series. All students will participate in a final, mandatory, formal portfolio review.

Credit Hours: 3
Prerequisites: senior standing and ENGLSH 1000

GD_VS 4976W: Design - Senior Seminar - Writing Intensive
Capstone for undergraduate graphic design students. Emphasis placed on research and writing about the theory and practice of design. Students connect with Graphic Design Alumni with the Alumni Lecture Series. All students will participate in a final, mandatory, formal portfolio review.

Credit Hours: 3
Prerequisites: senior standing and ENGLSH 1000

GD_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

GD_VS 7485: Problems in Graphic Design
Graduate level work in graphic design.

Credit Hour: 1-3
Prerequisites: Instructor's consent required

GD_VS 8400: Graduate Graphic Design II
Continuation of GD_VS 7400. Repeatable to 15 hours.

Credit Hours: 3
Prerequisites: GD_VS 7400 or instructor's consent