Development of verbal articulation.

Clear formal languages. Traditional and digital craft.

Through theory, concept and visual tools, to develop

Introduction to form analysis and manipulation,

Aspects, to communicative, to a synthesis of the two.

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 468

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.