

## GRAPHIC DESIGN GD

### Department of Art, Art History, and Design College of Arts and Letters

- 160 Digital Graphic Design: Tools and Methods**  
Fall, Summer. 3(0-6) RB: Understanding of how to use a personal computer and web browsers. SA: STA 160  
Introduction of digital tools and methods specific to contemporary graphic design.
- 200 History of Graphic Design**  
Fall, Summer. 3(3-0) SA: HA 200  
Survey of visual communication. Social, global and technological developments in graphic design as it relates to art historical movements and other design disciplines. Typographic of printed and digital work from 1880 to present.
- 260 Concepts of Graphic Design**  
Fall, Spring, Summer. 3(0-6) RB: Understanding of how to use a personal computer, web browsers, and mobile devices. R: Not open to students in the Graphic Design Major. SA: STA 260  
Overview of form and communication analysis and manipulation. Investigation of theory, concept and visual tools central to developing visual communication systems.
- 295 Design Thinking for Entrepreneurs**  
Fall, Spring, Summer. 3(0-6) R: Open to students in the Entrepreneurship and Innovation Minor.  
Skills in ideation and innovation, discovering human needs and matching them with feasible solutions developed in accordance with the principles and practices of entrepreneurship; creating value and working towards social good by developing solutions to complex issues affecting multiple systems or populations.
- 303 Experimental Design Practices**  
Fall, Spring. 3(0-6) RB: Understanding of how to use a personal computer, web browsers, and mobile devices R: Open to students in the Experience Architecture Major or in the Graphic Design Major or in the Bachelor of Fine Arts in Studio Art or in the Studio Art Major. SA: STA 303  
Studio-based survey of experimental and futures-oriented design practices that are interdisciplinary in nature, intersect with emergent practices in the visual arts, and address broader issues of power, normativity, and social justice.
- 360 Graphic Design I: Graphic Form**  
Fall, Spring. 3(0-6) P: STA 110 and STA 113 and STA 114 and STA 112 SA: STA 360  
Introduction to form analysis and manipulation, through theory, concept and visual tools, to develop clear formal languages. Traditional and digital craft. Development of verbal articulation.
- 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) and GD 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 466  
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.
- 490 Independent Study**  
Fall, Spring. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course.  
Special projects arranged by an individual student and faculty member in areas supplementing regular course offerings.
- 491 Selected Topics - Graphic Design**  
Fall, Spring. 3(0-6) A student may earn a maximum of 9 credits in all enrollments for this course. P: GD 360 or GD 365  
Experimental and relevant topics of interest 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.
- 493 Graphic Design Internship**  
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. P: GD 360 or GD 365 R: Approval of department.  
Field experience in a working design environment under supervision of a graphic design professional.
- 494 Design Center**  
Spring. 3(0-6) P: GD 460 RB: One 400 level graphic design course. Contract required prior to registration R: Approval of department. SA: STA 494  
Practicum in design problem-solving, including extensive contact with selected clients at a professional level.