

GRAPHIC DESIGN (DSGN)

DSGN 1520 iPad Drawing: Visual Thinking Across Disciplines 3 s.h.

This drawing course introduces digital drawing as a tool for visual thinking, note-taking, problem-solving, and professional communication. Students will use iPads and Procreate to develop personalized projects based on flexible guidelines, visualizing ideas and processes relevant to their field of study. Projects are proposal-based and evolve through multiple stages with peer feedback. An iPad and Apple Pencil compatible with the latest version of Procreate are required.

DSGN 1529 Design + 2D Drawing 3 s.h.

This course covers two-dimensional design principles that underlie all forms of graphic design using vector-based tools.

Prereq.: None.

DSGN 1531 Design + Drawing as Thinking 3 s.h.

A focus will be placed on learning to see and exploring essential design elements in a digital format.

Prereq.: C or better in DSGN 1529 or permission of instructor.

DSGN 1532 Design + Raster Images 3 s.h.

The course will also cover color profiles and their significance for accurate color reproduction. Additionally, students will analyze various file formats, evaluating their advantages and best-use scenarios. Through theoretical insights and practical applications, participants will develop the expertise needed to create high-quality raster graphics that are both visually appealing and technically proficient for both screens and printed design.

Prereq.: None.

DSGN 1533 Design + Color 3 s.h.

The course will explore the psychology of color and how hue, value, and intensity can be used expressively and in a communicative capacity.

Prereq.: C or better in DSGN 1529 or permission of instructor.

DSGN 1534 Design + Painting 3 s.h.

This course will cover color mixing, composition, form, and spatial relationships with subjects ranging from still-life, interiors, and abstraction.

Prereq.: C or better in DSGN 1529 or permission of instructor.

DSGN 1535 Design + Digital Drawing Tools 3 s.h.

This course explores the fundamentals of digital drawing, focusing on two key areas: vector drawings and tablet-based drawing.

Prereq.: C or better in both ART 1501 and ART 1521 or permission of instructor.

DSGN 2656 Design + Photography 1 3 s.h.

Students will learn to master camera settings and usage and fundamental photographic and design principles. Emphasis will be placed on creating high-quality images seamlessly integrating into various graphic design applications. Through hands-on projects and practical assignments, students will explore the creative potential of photography in the context of graphic design.

Prereq.: C or better in DSGN 2660 or permission of instructor.

DSGN 2660 Design + Applications 3 s.h.

Students will learn how to balance type and image for print design to convey clear, persuasive messages while developing their unique visual style. Emphasis will be placed on mastering visual theory, enhancing image creation skills, and using grid and typographic hierarchy, all of which are critical to the graphic design profession. (Prereq DSGN: 1532 or permission of instructor).

Prereq.: C or better in DSGN 1532 or permission of instructor.

DSGN 2661 Design + Print 1 3 s.h.

Students will learn to effectively create visually compelling designs by integrating typography and imagery.

Prereq.: C or better in DSGN 2660 or permission of instructor.

DSGN 2662 Design + Typography 1 3 s.h.

An Investigation of typographic design within a system over a variety of formats with a focus on a technical understanding of the principles of typography, including classification, legibility, readability, use of a grid, alignment, mood, audience, and visual hierarchy, as well as an understanding of typography as an art form.

Prereq.: C or better in DSGN 2660 or permission of instructor.

DSGN 2663 Design + Illustration 1 3 s.h.

Visual expression through digital illustration. Emphasis is placed on problem-solving through the exploration of technique, creative process, and the development of personal styles.

Prereq.: C or better in DSGN 2661 and DSGN 1531 or permission of instructor.

DSGN 2669 Design + UX/UI History and Theory 3 s.h.

The course examines how evolving technologies and cultural shifts have shaped UI/UX practices throughout history, moving from early usability considerations to sophisticated user-centered design strategies. Students will explore how these historical innovations continue to influence contemporary UI/UX strategies through a blend of theoretical concepts and practical case studies.

Prereq.: C or better in DSGN 2660 or permission of instructor.

DSGN 3703 Design + Junior Review 1 s.h.

Students must pass to continue in the program.

Prereq.: Permission of Instructor.

Coreq.: C or better in DSGN 3761.

DSGN 3756 Design + Photography 2 3 s.h.

Students will explore advanced camera techniques, lighting setups, and post-processing methods to create professional-grade images. The course emphasizes integrating photographic elements into complex graphic design projects, encouraging students to experiment with innovative visual storytelling and composition. Through challenging assignments and projects, students will refine their ability to produce compelling imagery that enhances their design work, preparing them for professional practice in graphic design.

Prereq.: C or better in DSGN 2656 or permission of instructor.

DSGN 3761 Design + Print 2 3 s.h.

Students will develop advanced typographic grids as an organizing principle and the relationship of form to content.

Prereq.: C or better in DSGN 2661 or permission of instructor.

DSGN 3762 Design + Typography 2 3 s.h.

Emphasis will be directed toward the expressive use of type in interpretive, symbolic, and metaphoric solutions.

Prereq.: C or better in DSGN 2662 or permission of instructor.

DSGN 3763 Design + Illustration 2 3 s.h.

Emphasis is placed on problem-solving through the exploration of technique, creative process, and the development of personal styles.

Prereq.: C or better in DSGN 2662 or permission of instructor.

DSGN 3764 Design + Typeface Creation 3 s.h.

Students will develop one or more unique typefaces and the promotional materials used to market them. Students will research the history of type design, current trends and cultural inspirations.

Prereq.: C or better in DSGN 2662 or permission of instructor.

DSGN 3765 Design + Motion 3 s.h.

Students will engage current technologies to create dynamic motion for screen-based design.

Prereq.: C or better in DSGN 2669 or permission of instructor.

DSGN 3769 Design + UX/UI 1 3 s.h.

Students employ various hardware/software tools available to designers for visual interactive design.

Prereq.: C or better in DSGN 2669 or permission of instructor.

DSGN 3783 Design + History 3 s.h.

An emphasis on critical visual theory, specific designers who influenced the field, and the relationship between visual communication and historical/cultural events.

Prereq.: C or better in ENG 1550 or permission of instructor.

DSGN 4861 Design + Publications 3 s.h.

The use of type and visual elements in publication formats including newspaper design, newsletters, magazines, annual reports, book design and specialty publications.

Prereq.: C or better in DSGN 3762 or permission of instructor.

DSGN 4863 Design + Branding 3 s.h.

How corporate signatures are the fulcrum of an identity program and how its systemic usage impacts the corporate image.

Prereq.: C or better in DSGN 3762 or permission of instructor.

DSGN 4864 Design + Packaging 3 s.h.

The course explores packaging through practical applications, and students will learn how to create visually appealing and functional packaging solutions.

Prereq.: C or better in DSGN 3762 or permission of instructor.

DSGN 4869 Design + UX/UI 2 3 s.h.

Students employ various hardware/software tools available to designers for visual interactive design.

Prereq.: C or better in DSGN 3769 or permission of instructor.

DSGN 4870 Design + AI 3 s.h.

This course meticulously navigates this new terrain, focusing on advanced software impacting the design profession.

Prereq.: C or better in DSGN 3762 or permission of instructor.

DSGN 4898 Design + Senior Project 3 s.h.

A studio-based course intended to prepare work for a Graphic Design portfolio.

Prereq.: DSGN 3764 and DSGN 3765 and DSGN 3763 and DSGN 3761 and DSGN 4869 and DSGN 4870 and DSGN 4861 and DSGN 4863 and DSGN 4864, all C or better, or Permission of Instructor.

DSGN 4899 Design + Senior Seminar 1 s.h.

This course will prepare graphic + interactive students by integrating critical thinking into creating resumes and websites for their work to prepare for the transition into the job market.

Prereq.: DSGN 3764 and DSGN 3765 and DSGN 3763 and DSGN 3761 and DSGN 4869 and DSGN 4870 and DSGN 4861 and DSGN 4863 and DSGN 4864, C or better, or permission of instructor.