GD - GRAPHIC DESIGN

GD150 Principles of Graphic Design
Credits 5 Fall

Registration Requirement: RD090, WR090 and MTH020, each with a grade of "C" or better; or placement above stated course levels. Co-requisite: IM178, IM120, IM122, IM123, IM124 and IM125.
This course develops basic conceptual, critical viewing and technical skills in graphic design. The elements of design: line, shape, space, form, texture, value and color are explored through developing visual images and compositions. Areas of design practice are introduced as well as the steps involved in the design process. Students will use industry standard software to create digital artwork and production files.
Additional Course Fee: $50.00

GD151 Composition and Production
Credits 5 Winter

Registration Requirement: GD150.
Students apply the principles of visual perception and design to investigate the relationship of elements in compositions. Grid systems are introduced to structurally integrate and organize type and graphics. Both the aesthetic and technical aspects of color are deeply explored. Students continue to develop precise digital skills in Illustrator and InDesign as files are prepared for print reproduction.
Additional Course Fee: $50.00

GD152 Concept, Creativity and Unity
Credits 5 Spring

Registration Requirement: GD151.
This course explores developing effective creative concepts in both 2- and 3-D formats that are part of a unified visual system. Students document their research, investigate multiple concepts and apply their knowledge of design styles to a multifaceted project. A strong emphasis is placed on quality craftsmanship and preparing complex digital files using the Adobe Creative Suite.
Additional Course Fee: $50.00

GD160 Typography Systems
Credits 5 Winter

Registration Requirement: GD150.
Students learn to analyze, decode and encode written information through the study of typographic principles. Hierarchy, readability and legibility are applied to both long and short text documents. Students gain proficiency in expressing ideas through type choices and combinations in printed and screen-based applications.
Additional Course Fee: $50.00

GD165 Digital Illustration
Credits 4 Spring

Registration Requirement: GD150.
Image development and exploration using a variety of digital illustration techniques is covered in this course. Project phases include developing iterations, producing a mood board and documenting visual research. Students work with photographic and hand-drawn material and combine both raster and vector images using Adobe Illustrator and Photoshop.
Additional Course Fee: $50.00

GD248 History of Graphic Design
Credits 3 Fall

Registration Requirement: RD090 and WR090 with a grade of "C" or better; or placement above stated course levels.
This course provides an overview of the major developments within the History of Graphic Design as an art form. The course will cover themes, influences and styles from the Gutenberg's printing press to the contemporary digital era of design. Specific areas of study will include the advent of the printed word, the influences of the Industrial Revolution, modern digital technologies, and world history's effect on Design. There will be a content focus on specific design movements such as (but not limited to) Dada, Bauhaus, Art Deco, Art Nouveau, Constructivism, Swiss Style, and Postmodernism. This course is intended for Graphic Design majors and non-majors.

GD250 Developing Brand Identity
Credits 5 Fall

Registration Requirement: GD152.
The examination of visual, conceptual and communication factors as applied to brand identity development. Focus is on brand messaging to internal and external target audiences and the development of business marketing strategies through the application of a visual identity system.
Additional Course Fee: $50.00

GD251 Advanced Typographic Layout
Credits 4 Winter

Registration Requirement: GD250.
The research, development, organization, design and visual presentation of complex editorial structures such as magazines, catalogs and guidebooks are covered in this course. Students learn to develop visual narrative and storytelling skills to capture and hold the reader's attention. Strategies for design and content development as well as digital production and distribution via print or mobile devices are addressed.
Additional Course Fee: $50.00

GD252 Digital Media Studio
Credits 5 Spring

Registration Requirement: GD251.
The capstone project course is designed to showcase a student's overall conceptual ability and technical competence. Students will demonstrate their understanding of all phases of the design process from research, to implementation, to final critical analysis in a complex, multi-faceted project.
Additional Course Fee: $50.00

GD260 Professional Practice for Graphic Designers
Credits 4 Fall

Registration Requirement: Second-year standing in an Integrated Media program.
This course prepares students for careers in media as professional Graphic Designers. Topics included are intellectual property, legal, ethical and contractual issues as well as record-keeping for freelancing in the creative services. Students prepare to search for internships and/or employment by writing resumes, learning networking skills, assembling and assessing initial portfolio projects.
Additional Course Fee: $40.00

Course fees are subject to change. Additional section fees (web, hybrid, etc.) may apply.