

GRAPHIC DESIGN (GRDS)

GRDS 201 Introduction to Graphic Design (5 Credits)

In this comprehensive introduction to the field of graphic design, students explore the principles, techniques, and tools of the profession. Students study various fundamental aspects of discipline, including typography, composition, visual hierarchy, and design elements.

Through the combination of text, images, and messaging, in a variety of communications modes and media, students effectively deliver messages to targeted audiences and incite the intended reaction.

Prerequisite(s): (DSGN 101 or FOUN 112) and DIGI 130.

Attributes: Studio Elective Requirement

GRDS 205 Typography I: Anatomy, Form, and Purpose (5 Credits)

In this foundational study of typography, students focus on the anatomy of letterforms, their visual characteristics, and their functional significance in various design contexts. Students explore how typographic choices can convey myriad meanings, evoke specific moods, and strategically enhance effective communication.

Prerequisite(s): ITGM 130; GAME 130; MOME 130; ADBR 150; ADVE 130; GRDS 201; MATH 204; ILLU 100 or UXDG 101.

Attributes: Studio Elective Requirement

GRDS 229 The Evolution of Graphic Design (5 Credits)

In this course, students explore the historical developments, key movements, and influential figures that have shaped the field of graphic design. Students connect the historical foundations of graphic design's early origins to the profession's evolution alongside advancements in technology, cultural shifts, and artistic movements.

Prerequisite(s): (CTXT 121 or ARTH 100) and (CTXT 122 or ARTH 110).

GRDS 285 Production for Physical Environments (5 Credits)

In this course, students gain a comprehensive understanding of the production processes and techniques involved in creating content for 2D and 3D environments. Students create printed and fabricated projects as well as high-fidelity environmental prototypes.

Prerequisite(s): GRDS 205; ADBR 212; ADVE 207 or ILLU 218.

Attributes: Studio Elective Requirement

GRDS 301 Audience, Behavior, and Influence (5 Credits)

This course will equip students with a deeper understanding and methods for creating memorable and effective communications that elicit anticipated actions. Students will explore the dynamic relationship between graphic design, audience, and the power of influence. Students will gain expertise creating design programs to shape opinions, attitudes, and behaviors, and will explore the importance of ethical considerations and responsible design practices.

Prerequisite(s): GRDS 285.

Attributes: Studio Elective Requirement

GRDS 323 Production for Digital Environments (5 Credits)

In this course, students gain a comprehensive understanding of the production processes and techniques involved in creating content for a wide range of digital platforms and environments. Students explore human-centered design, lo-fi to hi-fi development and prototyping, design-intent documentation, and file transfer. Emphasis is placed on conceptual development and structure, interactivity, and design aesthetics.

Prerequisite(s): GRDS 205 or (SDS 205 or ELDS 205) or (ADBR 212 or ADVE 207) or IDUS 231.

GRDS 348 Studio I: Production and Technique (5 Credits)

With a focus on Designer as Producer, students expand their strategic thinking skills and build knowledge of professional design and problem-solving strategies for complex projects across multiple media. Prioritizing tight deadlines, students work between media as they visualize optimal avenues for messaging while highlighting exceptional visual acumen.

Prerequisite(s): GRDS 285 or GRDS 323.

Attributes: Studio Elective Requirement

GRDS 353 Typography II: Language, Expression, and Media (5 Credits)

Building on the principles of Typography I, students explore the art of visual communication and storytelling and the expressive possibilities of typography. In this course, students experiment with a variety of productions methods, the integration of type and image, and motion media to create unique and complex compositions, develop meaning, and enhance the intended message.

Prerequisite(s): GRDS 348.

Attributes: Studio Elective Requirement

GRDS 360 Art of Poster Design (5 Credits)

Posters are designed to be both informative and influential tools of communication. This course introduces students to the many forms of poster design via content research and development, the creation of the conceptual image, hierarchy and typographic manipulations and the combination of these elements into a cohesive and powerful design.

Prerequisite(s): GRDS 353 and (GRDS 358 or GRDS 323).

Attributes: Studio Elective Requirement

GRDS 370 Data Visualization (5 Credits)

This course addresses visual problem-solving and emphasizes methods of translating complex data into clear, visually dynamic solutions. Topics include: corporate communication systems, publication, way-finding, interaction design, etc.

Prerequisite(s): UXDG 330; UXDG 390; GRDS 358 or GRDS 323.

Attributes: Studio Elective Requirement

GRDS 372 Corporate Identity (5 Credits)

Creative, ideational, image-making design, digital and traditional skills are necessary in this course to meet rigorous conceptual/visual standards pertinent to creating a brand and/or a company's identity. Through a few complex projects and numerous graphic design formats and applications, all major aspects of visual identity are emphasized and developed: logotypes, typographic sets, color palettes, photographic and illustration styles and appropriate project presentation formats.

Prerequisite(s): GRDS 358 or GRDS 323.

Attributes: Business-focused elective; Studio Elective Requirement

GRDS 374 Publication Graphics (5 Credits)

This course examines the graphic designer's role in the layout and design of publications. Lectures and studio work cover historical as well as current practices and technologies used to produce multi-page publications. Students produce visualizations for several publications using the elements of layout with typography and art.

Prerequisite(s): GRDS 358 or GRDS 323.

Attributes: Studio Elective Requirement

GRDS 376 Business of Graphic Design (5 Credits)

Whether working for an established business or bringing a start-up to life, learning to navigate the professional and business aspects of the graphic design industry is critical. While learning the ethical, legal, and financial strategies to create and run a profitable graphic design business, students bolster their collaboration skills in order to effectively build and maintain a client base. In this course, students develop the skills to deliver successful design solutions that align client goals, benefit audience needs, and unlock added business value.

Prerequisite(s): GRDS 358 or GRDS 323.

Attributes: Business-focused elective; Studio Elective Requirement

GRDS 378 Trademark and Logo Design (5 Credits)

Through examination of corporate identity creation, this course focuses on the criteria for an effective logotype and how design firms attach meaning to a single word through typography and color. These issues are explored through a series of assignments totally devoted to the design of effective trademarks and logotypes. Students are also introduced to the major identity firms through research and written analysis.

Prerequisite(s): GRDS 358 or GRDS 323.

Attributes: Business-focused elective; Studio Elective Requirement

GRDS 380 Alternative Design Approaches (5 Credits)

This course challenges students to address unusual design problems through conceptual and artistic innovation. Alternative uses of new media and traditional techniques are explored.

Prerequisite(s): GRDS 358 or GRDS 323.

Attributes: Studio Elective Requirement

GRDS 386 Package Design (5 Credits)

In this course, students explore 3D form and surface graphics by designing containers for a variety of products and constructing 3D prototypes.

Prerequisite(s): DIGI 130; FOUN 240 or DSGN 102.

Attributes: Studio Elective Requirement

GRDS 392 Exhibit and Environmental Graphics (5 Credits)

Students explore the ways in which exhibition and environmental graphics enhance the experience of the user community through interactivity with form and space. Working individually and in teams, students design and build scale models of their concepts for assigned projects.

Prerequisite(s): GRDS 353 and (GRDS 358 or GRDS 323).

Attributes: Studio Elective Requirement

GRDS 400 Studio II: Brand Direction and Activation (5 Credits)

Focused on the second paradigm, 'Designer as Director', students gain skills to concept, lead, and direct projects. Students advance their understanding of the planning and execution of viable solutions both as an individual contributor and as part of a team. Expanding professional practices and collaborations, students will learn to work with clients, craft briefs, direct multi-disciplinary teams and facilitate logistic pipelines to maximize tangible goals of a brand, or sector.

Prerequisite(s): (GRDS 348 and GRDS 353) or GRDS 358.

Attributes: Business-focused elective; Studio Elective Requirement

GRDS 402 Design for Social Issues (5 Credits)

This course addresses the designer's role in shaping the public narrative on social issues, causes and other needs-based topics. Students examine contemporary cultural, political and societal issues around the world that have an impact on our daily lives. They also learn how to design communication strategies that increase awareness, motivate, inspire or incite action from specific or broad audiences.

Prerequisite(s): GRDS 353 and (GRDS 358 or GRDS 323).

Attributes: Studio Elective Requirement

GRDS 405 Typography III: Type Design and Implementation (5 Credits)

This course explores type as innovation, with focus on unconventional and cutting-edge approaches to typography. Based on the development and implementation of an original typeface, students are challenged to push the boundaries of traditional typographic layout and explore innovative methods of expression, to create visually striking and conceptually rich designs that leave indelible impressions.

Prerequisite(s): GRDS 400.

Attributes: Studio Elective Requirement

GRDS 408 Graphic Design Professional Portfolio (5 Credits)

In this course, students focus on the development of a visually cohesive and engaging portfolio while bolstering their skills to build memorable narratives that exhibits their body of work to future clients, studios, and agencies. At the culmination of this course, students create a professional and impactful portfolio that showcases their skills and abilities in graphic design.

Prerequisite(s): GRDS 400.

Attributes: Business-focused elective; Studio Elective Requirement

GRDS 440 Studio III: Discovery, Innovation, and The Human Experience (5 Credits)

Focused on the third paradigm 'Designer as Author', students develop content messaging and focus on the distribution of self-authored communication. This course focuses on the twin practices of aggregation and curation in helping an audience navigate complex communications. Students will consider design opportunities which that aggregate services that cross business categories and engage users in the generation of content—coordinating a series of authored projects across new areas of human activity. In this entrepreneur-styled model, students learn to self-distribute content toward developing a targeted following.

Prerequisite(s): GRDS 405 and GRDS 408.

GRDS 479 Undergraduate Internship (5 Credits)

Internships offer students valuable opportunities to work in a professional environment and gain firsthand experience to help them prepare for careers. In an approved internship setting, a student typically spends one quarter working with an on-site professional supervisor and a faculty internship supervisor to achieve specific goals and objectives related to the program of study.

GRDS 480 Graphic Design Career Strategies and Launch (5 Credits)

This course will cultivate a comprehensive understanding of the graphic design industry, along with the acquisition of practical skills and strategies to amplify students career prospects. The course places emphasis on career trajectory, effective networking and communication, adept self-promotion, mastering the job application process, and the art of forging a successful graphic design career. Identification of potential career paths, potential locations, and opportunities within firms and agencies will equip students to establish valuable relationships that pave the way for fruitful employment prospects.

Prerequisite(s): GRDS 440.