GDES - Graphic Design

GDES 280 Introduction to Graphic Design (3 Credit Hours)
This course is restricted to graphic design intended majors, and is the first course in the graphic design sequence. This course includes intensive study of the basic principles, theories and methods of graphic design, and the creation of visual communication. Topics of study include the characteristics and compositional principles applied to symbol, image, and letterform, as well as the history and practice of graphic design. Emphasis will be placed on creative process, developing visual concepts, formal values, use of materials, and craft. (Offered fall only)
Prerequisites: Graphic design major, ARTS 202 with a grade of C or higher and ARTS 231 with a grade of C or higher
Pre- or corequisite: ARTS 279 with a grade of C or higher

GDES 365 Basic Typography (3 Credit Hours)
This course is restricted to graphic design intended majors, and is the second course in the graphic design sequence. It includes intensive study of the history, terminology, theory, and application of typography, and the creation of visual communication with particular emphasis on typographic content. Topics of study include typographic form and meaning, hierarchy, legibility and readability, structure and composition, and the management of written content within the design process. Specialized technical instruction includes software applications for document construction, layout, and letterform manipulation, building upon the experiences of ARTS 279. (Offered spring only)
Prerequisites: Graphic design major and GDES 280 with a grade of C or higher

GDES 368 Design Internship (3 Credit Hours)
This advanced course is an individualized internship that focuses on the student's emphasis within the graphic design industry. It is normally taken during the last semester. Students participate on-site with professionals and are evaluated by predetermined curriculum objectives that have been agreed upon by the employer, instructor and student. This course provides the student with valuable on-the-job experience, interaction with industry professionals, and preparation for job entry. Students must interview for and acquire their internship site. It is recommended that the student seek out instructor expertise for possible recommendation.
Prerequisites: Permission of the instructor; approval by the department chair and Career Development Services is necessary prior to registration

GDES 371 Design Concepts (3 Credit Hours)
This course is restricted to students admitted to the graphic design program, and is the fourth course in the graphic design sequence. The course includes intensive study of the development of creative and effective ideation for application to graphic design problems from selected aspects of the field. Topics of study include project research, content development, messaging, and individual and collaborative creative processes. Emphasis will be placed on critical skills, articulation, productivity, and response to clients, audiences and contexts. (Offered fall only)
Prerequisites: GDES 365 with a grade of C or higher and GDES 370 with a passing grade
Pre- or corequisite: GDES 372

GDES 372 Advanced Typography (3 Credit Hours)
This is an elective course restricted to students admitted to the graphic design program. It continues the development of typographic practice, exploring issues pertaining to meaning, concept, and expression. The course will also include investigation of typographic history. Topics of study include advanced issues in typographic composition, denotative and connotative aspects of type use, typeface selection, and typesetting.
Prerequisites: GDES 365 with a grade of C or higher

GDES 373 Design Systems (3 Credit Hours)
This course is restricted to students admitted to the graphic design program, and is the sixth course in the graphic design sequence. The course includes intensive study of the development of creative and effective ideation for application across coordinated graphic design campaigns. Projects will address design in series and across multiple formats and media for commercial, promotional, educational, and informational contexts. (Offered spring only)
Prerequisites: GDES 371 with a grade of C or higher and GDES 372 with a grade of C or higher

GDES 374 Web Design (3 Credit Hours)
This advanced course is an introduction to the basic methods and techniques used to design for web-based delivery. Topics of study include; site management and organization, navigation, grid structures, hierarchy and inventory of content, appropriate use of type and graphics, and format. Emphasis will be placed on process and research, appropriateness, accessibility, dynamic user interface experiences.
Prerequisites: GDES 371 with a grade of C or higher and GDES 372 with a grade of C or higher or permission of the instructor

GDES 375 Poster Design (3 Credit Hours)
This advanced course is devoted to the creation of creative and thought provoking posters for organizations, events, productions and companies. Problem solving is structured to develop conceptual skills and research methodology for the design of posters. The class will utilize analog and digital formats for production.
Prerequisites: GDES 371 with a grade of C or higher and GDES 372 with a grade of C or higher or permission of the instructor

GDES 377 Illustrative Design (3 Credit Hours)
This advanced course is devoted to the study and creation of graphic illustration. Through lecture and demonstration, students will explore the particular design and conceptual characteristics and techniques that distinguish the work of notable graphic designers and illustrators. Studio exercises are structured to develop the use of advanced digital imaging tools with an emphasis upon integrating traditional drawing skills and media.
Prerequisites: GDES 371 with a grade of C or higher and GDES 372 with a grade of C or higher or permission of the instructor

GDES 378 Brand Identity (3 Credit Hours)
This advanced course is devoted to the study and design of coordinated systems of visual communication elements used to identify a company or cause. Projects will address project research, creative brief development, messaging, and effective ideation for application across coordinated graphic design campaigns for print and digital delivery.
Prerequisites: GDES 371 with a grade of C or higher and GDES 372 with a grade of C or higher or permission of the instructor

GDES 379 Environmental Graphics (3 Credit Hours)
This advanced course is devoted to the study and creation of designed elements, spaces, and experiences that communicate identity and information while connecting people to place. Projects will address wayfinding systems, architectural graphics, signage, point of purchase design, exhibit design, and mapped and themed environments.
Prerequisites: GDES 371 with a grade of C or higher and GDES 372 with a grade of C or higher or permission of the instructor

GDES 380 Art Direction (3 Credit Hours)
This advanced course is devoted to the development of conceptual strategies for communication design across a variety of advertising media. Topics of study will include project research, creative brief development, messaging, headline development, and the development of creative and effective ideation for application across coordinated advertising campaigns. This course introduces contemporary advertising strategies and practice for traditional and digital delivery and explores the interaction of advertising and graphic design.
Prerequisites: GDES 371 with a grade of C or higher and GDES 372 with a grade of C or higher or permission of the instructor

GDES 381 Interactive Design (3 Credit Hours)
This advanced course is devoted to creating dynamic design solutions for interactive devices, systems, and services. Students will learn to apply observational techniques to understand interactions in context, develop conceptual models and representations to assess the perspectives of prospective users, and develop interactions that are understandable and useful. Students will be introduced to the fundamental digital design process, and will experiment with a variety of interactive and dynamic design applications.
Prerequisites: GDES 371 with a grade of C or higher and GDES 372 with a grade of C or higher or permission of the instructor

GDES 395 Topics in Graphic Design (3 Credit Hours)
Selected topics designed for elective credit within the graphic design program.
Prerequisites: Permission of the instructor

GDES 472 Package Design (3 Credit Hours)
This advanced course is devoted to the study and creation of packaging, package labeling, and associated collateral materials. Problem solving is structured to develop conceptual skills and research methodology for the design of forms employed to contain, protect, preserve, transport, and display information about a product. The course utilizes traditional and digital formats.
Prerequisites: GDES 371 with a grade of C or higher and GDES 372 with a grade of C or higher or permission of the instructor

GDES 473 Book Design (3 Credit Hours)
This advanced course is devoted to the study and creation of single volume and limited edition books. Problem solving is structured to develop conceptual skills and research methodology for the creation of original content intended for publication. Studio exercises emphasize the integration of traditional image creation and media with advanced digital imaging tools.
Prerequisites: GDES 371 with a grade of C or higher and GDES 372 with a grade of C or higher or permission of the instructor

GDES 474 Motion Graphics (3 Credit Hours)
This advanced course is an introduction to the basics of motion graphic design processes, and focuses on the creative and technical processes of creating motion graphics (predominantly 2D) for a variety of mediums including film, broadcast, DVD, and web. Students will gain practical experience in the development of an animated broadcast graphics package. Motion graphics in the context of interactive interfaces is also explored.
Prerequisites: GDES 371 with a grade of C or higher and GDES 372 with a grade of C or higher or permission of the instructor

GDES 475 Editorial Design (3 Credit Hours)
This advanced course is an examination of conceptual and design strategies associated with the layout of multi-page publications. Emphasis is placed on organizational and hierarchical systems, continuity and pacing, and the integration of image and type.
Prerequisites: GDES 371 with a grade of C or higher and GDES 372 with a grade of C or higher or permission of the instructor

GDES 476 Letterpress Design (3 Credit Hours)
This advanced course is devoted to the study and creation of expressive printed matter by means of foundry and wood type. Through lecture and demonstration students will explore the design and conceptual opportunities unique to moveable typographic composition and letterpress printing.
Prerequisites: GDES 371 with a grade of C or higher and GDES 372 with a grade of C or higher or permission of the instructor

GDES 490 Design Seminar (3 Credit Hours)
This course is restricted to students admitted to the graphic design program, and is the seventh course in the graphic design sequence. This course introduces students to the broader opportunities and directions present in contemporary design. Through readings, discussion, and self-directed and self-determined projects, students will explore personal directions and sensibilities in their design practice. (Offered fall only)
Prerequisites: GDES 373 with a grade of C or higher

GDES 491 Design Capstone (3 Credit Hours)
This course is restricted to students admitted to the graphic design program, and is the eighth course in the graphic design sequence. Students in this course will prepare for transition to design practice through the creation of a portfolio of design work or the completion of a thesis project appropriate to their personal and career goals. Course topics will include career options, self-promotion, resume preparation, portfolio design and production, market selection, and interview skills. All students are required to present their work at the Graphic Design Senior Exit Review. Additional review may be required by syllabus. (Offered spring only)
Prerequisites: GDES 490 with a grade of C or higher
Pre- or corequisite: 12 hours of Graphic Design elective coursework

GDES 497 Tutorial Work in Graphic Design (3 Credit Hours)
An independent investigation of a subject selected and conducted under the advisement of a graphic design instructor.
Prerequisites: Senior standing and permission of instructor and the chief departmental advisor

GDES 697 Tutorial in Graphic Design (3 Credit Hours)
Tutorial is a self-directed learning experience where students work on a project of their devising under the supervision of a faculty member.
Prerequisites: Instructor permission required