Graphic Design Bachelor of Fine Arts Courses

First Year

**DSNA 112 Drawing & 2D Design I**
LA (0,6,3,3)
Introduction to drawing and two-dimensional design. Instruction in traditional media—pencil, pen, marker—and digital tools. Develop drawing skills through use of line, shape, value, and color. Focus on principles of design as applied to visual communication of concepts and ideas. Prerequisite(s): None.

**DSNA 113 Drawing & 3D Design I**
LA (0,6,3,3)
Introduction to drawing and 3D design. Learn traditional media: paper; cardstock; cardboard. Use digital design tools to develop modeling skills and understanding of mass, space, and texture. Apply principles of design to understanding forms and spaces. Prerequisite(s): None.

**DSNA 114 4D Design**
DSNA (0,6,3,3)
Explore fundamental principles of motion through exercises in: composition; idea generation; digital media; creative problem-solving; collaboration. Emphasis on: movement; metamorphosis; transition; sequential; time and rhythm; pace; editing. Prerequisite(s): None.

**LIBA 111 Contemporary Design Culture**
LA (0,6,3,3)
Survey of contemporary design culture. Explores how the interplay of artists, designers, and thinkers with technological and economic forces has created the look and feel of the objects and practices that continue to shape our culture today. Combines study of pop culture and recent design history with an investigation of philosophical, sociological, psychological, and technological issues. Prerequisite(s): None.

**WRIT 151 Writing Studio**
LA (3,0,3,6)
Introduction to academic and professional writing. Emphasis on: rhetorical knowledge; critical thinking, reading and writing processes and conventions. Analysis and evaluation of multiple reading strategies; composition; use of research tools; development of research process; documentation techniques and incorporation of sources; peer review; editing and proofreading strategies. Prerequisite(s): None.

**DSNA 122 Drawing & 2D Design II**
DSNA (0,6,3,3)
Drawing and 2D design with emphasis on visual ideation and communication. Focus on design techniques that emphasize physical and digital craft, integrated with drawing techniques that emphasize: ideation; iteration and visual exploration; communication of concepts. Expand process of communication problem-solving through research, design, and use of images and meaning. Prerequisite(s): DSNA 112.

**DSNA 123 Drawing & 3D Design II**
DSNA (0,6,3,3)
Drawing and 3D design with emphasis on visual ideation and communication. Focus on design techniques that emphasize physical and digital craft, integrated with drawing techniques that emphasize: ideation; iteration and visual exploration; communication of concepts. Learn drawing techniques to represent and communicate place, action, object, and narrative. Explore principles and techniques of design as means to understand order, context, and relationships. Prerequisite(s): DSNA 113.

**GDES 124 Intro to Interactive Design**
GD (0,6,3,3)
An introduction to the fundamentals of designing for web browsers and mobile devices. After an introduction to workflow and project management, students will use technology to effectively apply fundamental design tools including color, typography, imagery, composition, and conceptual thinking to create interactive projects and prototypes. Topics include understanding the user; content organization; navigation; usability and accessibility; interface design; website design and website production.
ARTH 121 History of Graphic Design  LA  (3,0,3,6)
Survey of the history of graphic design. Considers development of graphic design and the contextual relationships between visual communications, typography, design, illustration, and social/technological evolution. Prerequisite(s): None.

WRIT 120 Professional Writing for Designers  LA  (3,0,3,6)
Instructs students in styles of writing commonly used in the art and design world, including artist statements, website content, cover letters, pitch letters, resumes, freelance proposals, letters of agreement, grant proposals, marketing and business plans, exhibition/catalog copy, art journal articles and reviews, business emails, press releases, critical reviews for online and print media, and social media/promotional platform writing. Emphasizes considerations of audience and purpose, and the production of clear, cogent, thoughtful writing that adheres to the grammatical rules of Standard American English. Prerequisite: WRIT 151 or the equivalent in transfer credit.

Second Year

GDES 239 Graphic Design I  GD  (0,6,3,3)
Introduction to creative processes in graphic design. Develop understanding of role of design process in visual communication. Focus on: visual thinking; relationship between word, image and meaning; problem-solving process. Prerequisite(s): GDES 124.

GDES 210 Design & Typography  GD  (0,6,3,3)
Introduction to principles and application of design and typography. Develop typographic fundamentals, layout, and compositional skills. Apply design process to visual communication problems. Develop solutions through analytical and intuitive approaches to problem-solving. Prerequisite(s): DSNA 122 or MEDA 112.

LMST 282 Literature & Media Studies  LA  (3,0,3,6)
Introduction to literary study and critical thinking about media. Prerequisite(s): None.

ARTH 111 Development of Art & Ideas  LA  (3,0,3,6)
Introductory art history survey. Presents important masterworks from across the globe, from the prehistoric period to the present. Considers art within cultural and historical contexts. Prerequisite(s): None

GDES 240 Graphic Design II  GD  (0,6,3,3)
Continuation of GDES 239 – Graphic Design I. Continued study in fundamental concepts and skills of graphic design. Methods of defining and finding solutions for communication problems. Focus on continued development of formal design skills and mastery of digital technologies. Prerequisite(s): GDES 239; GDES 245.

GDES 246 Designing with Type II  GD  (0,6,3,3)
Designing typographic information. Continued exploration of: expressive possibilities of typography; visual structure and hierarchies of information; the organization of typographic space. Emphasis on use of type to create messages, both literary and visual. Prerequisite(s): GDES 239; GDES 245.

GDES 243 New Media Design I  GD  (0,6,3,3)
Introduction to user experience and user interface design. Focus on: conceptualization; users and expectations; sequencing; analysis of interactions; information architecture; prototyping and proof-of-concept presentation. Prerequisite(s): GDES 239; GDES 245.
Third Year

GDES 341 Graphic Design III  GD  (0,6,3,3)
Intermediate exploration of conceptualization and development of type-and-image messages. Refine problem-solving skills through design process. Emphasis on: research and analysis of visual communications; synthesis and refinement of visual message construction. Prerequisite(s): GDES 240; GDES 246.

GDES 345 Three Dimensional Problem Solving  GD  (0,6,3,3)
Introduction to 3-dimensional problem solving. Emphasis on principles of visual organization and communication associated with 3-dimensional problem solving. Develop conceptual and technical skills to expand flat surfaces into fully dimensional forms and spaces. Prerequisite(s): GDES 240; GDES 246.

INTE 301 Internship Experience  AA  (0,6,3,3)
Builds on summer internship experience. Review work done during summer internships. Develop project to convert practical experience and knowledge developed in the field for elective credit. Prerequisite(s): completion of INTE 301 Internship Guidelines & Handbook; obtain required signatures. INTE 301 Internship Guidelines & Handbook can be found on the Career Services Website; completed handbooks should be returned to: Office of Advising, Records & Registration Services. Grading: Credit/No Credit; up to three credits based on internship and project adherence to College and department criteria. Enrollment Deadline: May 31.

GDES 342 Graphic Design IV  GD  (0,6,3,3)
Continued development of concepts and techniques introduced in GDES 341 - Graphic Design Studio II. Emphasis on investigating the cultural impact of design and developing communications targeting specific audiences. Prerequisite(s): GDES 341; GDES 345.

GDES 363 Designing with Type III  GD  (0,6,3,3)
Advanced topics in complex text and information problems. Emphasis on typographic structure using sequential layouts, grids and other organizational systems; information hierarchies supporting formal expression and typographic communication. Prerequisite(s): GDES 341; GDES 345.

Fourth Year

GDES 493 Graphic Design V  GD  (0,6,3,3)
Advanced problems in visual communication. Explore complex combinations of typography, image-making and interactive components. Topics in cultural issues impacting graphic communication. Prerequisite(s): GDES 342; GDES 345.

GDES 420 Visual Persuasion  GD  (0,6,3,3)
Introduction to multimedia as a component of presentation and communication. Focus on writing, typography, image, and motion as a means of conveying a point of view and persuading an audience. Areas of concentration include: researching; writing; planning and designing presentations; basics of persuasive argument and public speaking. Prerequisite(s): GDES 240; GDES 246.

GDES 491 Design Research Center Practicum  GD  (0,6,3,3)
Cross-disciplinary practicum provides experience creating team-based projects for real-world clients. Projects include: corporate identity packages; brochures; videos; web site design. Prerequisite: GDES
341 or GDES 342; GDES 345 or instructor’s permission; minimum 3.0 GPA required. Permission to enroll granted based on portfolio review and faculty recommendations.

**GDES 494 Graphic Design VI**

GD (0,6,3,3)

Advanced projects in graphic design requiring research and self-direction. Emphasis on contemporary issues facing the design profession including practice, criticism, and ethics. Prerequisite(s): GDES 493.

**GDES 480 Portfolio**

GD (0,6,3,3)

Professional preparation for career in visual communication. Topics include: portfolio preparation; written communication; interview and job search skills. Guest speakers provide career insights. Create web-based and print portfolios which demonstrate an understanding of design principles while revealing creative problem-solving abilities. Prerequisite(s): GDES 342; GDES 345.