Graphic Design (GDSB)

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Director of the School of Art
116 Fine Arts Center
479-575-5202

School of Art Website (https://fulbright.uark.edu/departments/art/)

The School of Art offers a Bachelor of Fine Arts degree program in Graphic Design. The degree prepares students to be proficient makers and thoughtful problem seekers and solvers. Students will work seamlessly across a range of media, working to identify appropriate solutions for audience and context. Students will be exposed to a rigorous curriculum covering research, theory, critical thinking, professional practices, conceptual idea-making and formal experimentation.

Requirements for Admission to the Fine Arts Degree in Graphic Design
For admission to the B.F.A. in Graphic Design, a student must be a declared Art major in the School of Art and successfully complete the art foundation course sequence of ARTS 1919C Studio Foundation I and ARTS 1929C Studio Foundation II. Students also must be enrolled in, or have completed, GDES 2313 Design Tools and Concepts and GDES 3313 Typographic Systems 1. Students must have a 3.0 grade point average and submit an application and a portfolio for review.

Requirements for the Bachelor of Fine Arts Degree in Graphic Design
In addition to the University Core requirements and the Fulbright College of Arts and Sciences Graduation Requirements (see under College Academic Regulations and Degree Completion Policy), the following course requirements must be met. Bolded courses from the list below may be applied to portions of the university/state minimum core requirements.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Units</th>
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<tbody>
<tr>
<td>ARTS 1919C</td>
<td>Studio Foundation I</td>
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<td>ARTS 1929C</td>
<td>Studio Foundation II</td>
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<td>GDES 2313</td>
<td>Design Tools and Concepts</td>
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<td>GDES 3313</td>
<td>Typographic Systems 1</td>
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<td>GDES 3323</td>
<td>Typographic Systems 2</td>
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<td>GDES 4303</td>
<td>Professional Development and Seminar</td>
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A minimum of 12 hours in Art Electives

At least 15 hours in Art History including:

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<tr>
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<tr>
<td>ARHS 2913</td>
<td>Art History Survey I (ACTS Equivalency = ARTA 2003)</td>
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<td>ARHS 4823</td>
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<td>ARHS 4933</td>
<td>Contemporary Art</td>
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3 additional hours in any upper-level ARHS Elective outside School of Art based on faculty approval 3

PHIL 2003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103) (satisfies University Core humanities requirement)

<table>
<thead>
<tr>
<th>Graphic Design B.F.A.</th>
<th>Eight-Semester Degree Program</th>
<th>First Year</th>
<th>Units</th>
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<tr>
<td></td>
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<tr>
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Fourth Year

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<td>Total Units in Sequence</td>
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Internship credit considered in lieu of required studio upon approval of professors, based on content and merit of internship.

Courses

GDES 2313. Design Tools and Concepts. 3 Hours.
Introduces Graphic Design students to design concepts with a concentration on professional industry tools. Emphasizes development of visual problem solving while creating well-crafted solutions. Prerequisite: ARTS 1919C and ARTS 1929C. (Typically offered: Fall)

GDES 3313. Typographic Systems 1, 3 Hours.
Examination of letterform construction, including anatomy and architecture. Analysis through a historical lens, exploring technological and cultural contexts. Typographic nuance and connotation. Introduction of the grid as a means to understand layout and organize typography. Prerequisite: ARTS 1919C and ARTS 1929C and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall)

GDES 3323. Typographic Systems 2, 3 Hours.
Will introduce the complexity of adding imagery, both photographic and illustrative, into typographic layout. Management of hierarchy in a more advanced way through grid usage. Artifacts will span print to web, exploring how typography must always adapt to new contexts and audiences. Prerequisite: GDES 2313 and GDES 3313 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Spring)

GDES 3363. Graphic Design I. 3 Hours.
An overview of design principles and the application of design processes to posters, logos, stationery, and publication design. Conceptual development and visual and technical problem solving skills are emphasized. Prerequisite: ARTS 1013 and GDES 2313; or ARTS 1919C and ARTS 1929C. (Typically offered: Fall and Spring)

GDES 3383. User Experience. 3 Hours.
Prepare students to design with usability and function at the forefront of their decision making. Personas, user scenarios and research to guide the design process. Exploration of the field of information architecture in order to clearly structure information and experience. Introduction to HTML, CSS, and other interactive languages. Prerequisite: GDES 2313, GDES 3313 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall and Spring)

GDES 3393. Identity Systems 1. 3 Hours.
Beginning identity design course, focusing on theory and application of semiotics, through creation of icon sets and small scale applications. Emphasis placed on connotation, creating messaging and formal development. Prerequisite: GDES 3323 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall)

GDES 4303. Professional Development and Seminar. 3 Hours.
Preparation of students for professional practice and job seeking. Development of online and print portfolio and other collateral. Contemporary design practice through discussions, reading, writing, guest speakers and studio visits. Emphasis on assisting each student in preparing for their unique future. Prerequisite: GDES 3383 and GDES 3393 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Spring)

GDES 4313. Interactive Language. 3 Hours.
Advanced course utilizing interactive languages to create responsive experiences for the web, touch screens. Exploration of the intersection of linear and non-linear design experiences in the application of motion to web. Prerequisite: GDES 3323 and GDES 3383 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall and Spring)

GDES 4323. Technology in Context. 3 Hours.
Advanced course focusing on speculative explorations in the world of interaction design. Much of the work will be touch and gesture based and dealing with the built environment. Application of knowledge about proper workflow and execution in an advanced way. Prerequisite: GDES 4303 and GDES 4313 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall)

GDES 4343. Identity Systems. 3 Hours.
Advanced identity design course emphasizing creating cohesive messaging systems that cover a wide range of media. Creation of identity systems that are based on research and appropriate to context, content and audience. Media may span environmental, motion, print, web and packaging. Prerequisite: GDES 3393 and GDES 4313 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall and Spring)

GDES 4353. Human Centered Design. 3 Hours.
Research-based studio introducing design methods that focus on an audience centric process. Exposure to communication theory, modes of persuasion, sustainability, how to design for niche audiences. Prerequisite: GDES 4303 and GDES 4313 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall)

GDES 4363. Design for Complexity. 3 Hours.
Providing opportunity to address problems existing outside of the classroom with the focus shifting between design for good initiatives. Collaboration, research, problem seeking and solving will be addressed. Prerequisite: GDES 4323, GDES 4343, GDES 4353, and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall and Spring)

GDES 4373. Advanced Typography. 3 Hours.
Culminating typography course, exploration of typography at an advanced level through a variety of projects. Projects may range from type design to type in motion to complex publication design. Exhibition of the utmost professional ideation, process, execution and craft expected. Prerequisite: GDES 4303, GDES 4343, and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall and Spring)

GDES 4383. Degree Project. 3 Hours.
Capstone course requiring completion of a self-directed project through in-depth research, writing and making, offering an opportunity to specialize prior to entering the job market. Prerequisite: GDES 4323, GDES 4343, GDES 4353, and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Spring)

GDES 4383H. Honors Degree Project. 3 Hours.
Capstone course requiring completion of a self-directed project through in-depth research, writing and making, offering an opportunity to specialize prior to entering the job market. Prerequisite: Honors standing, GDES 4323, GDES 4343, GDES 4353, and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Spring)

This course is equivalent to GDES 4383.
GDES 439V. Special Problems in Graphic Design. 1-6 Hour.
Advanced individual projects in graphic design. Prerequisite: Any 4000 level GDES visual design course except GDES 4343. (Typically offered: Fall and Spring) May be repeated for up to 6 hours of degree credit.

GDES 4663. Visual Design: Motion Design. 3 Hours.
In this course, students will explore motion graphic design as it combines 2D and 3D animation, typography, video footage photography and sound. The projects will explore elements of storytelling, moving compositions and animation principles that focus on Web delivery, using mainly Apple Final Cut Pro and Adobe After Effects. Prerequisite: GDES 3363. (Typically offered: Spring)

GDES 469V. Special Problems In Interactive Design. 1-6 Hour.
Students work on special projects on an individual basis with instructor, exploring innovative interface design, in-depth projects potentially exploring solutions to and awareness of social issues, with various types of media, from DVD and digital video to Web and motion graphics. Cross-discipline collaboration is encouraged. Prerequisite: GDES 4963. (Typically offered: Irregular) May be repeated for up to 6 hours of degree credit.

GDES 490VH. Honors Thesis in Graphic Design. 1-6 Hour.
Thesis hours for honors students completing an honors thesis. Prerequisite: Honors standing. (Typically offered: Fall and Spring)

GDES 494V. Graphic Design Internship. 1-6 Hour.
Credit for practical experience gained through internship in graphic design. Report required form intern and field supervisor on progress and significant accomplishments. 3 credit hours per semester. Prerequisite: Any 4000 level GDES visual design course except GDES 4343. (Typically offered: Fall, Spring and Summer) May be repeated for up to 6 hours of degree credit.

GDES 4963. Introduction to Web Design. 3 Hours.
This course introduces students to design and coding for responsive web sites. Lessons include internet and web history, interactivity, usability and accessibility with an emphasis on basic design and standards-based hand-coding. (Typically offered: Fall)