

Graphic Design (GDES)

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 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 content, context 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 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 from 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)

GDES 5303. Design Pedagogy and Leadership. 3 Hours.

Explores the history and application of pedagogy related to careers in academia and professional practice. Focuses on methodologies for teaching, assessment, and curriculum writing. (Typically offered: Fall and Spring)

GDES 5313. Interactive Language. 3 Hours.

(Formerly ARTS 4313.) 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. Graduate degree credit will not be given for both GDES 4313 and GDES 5313. (Typically offered: Spring)

GDES 5323. Technology in Context. 3 Hours.

(Formerly ARTS 4323.) 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. Graduate degree credit will not be given for both GDES 4323 and GDES 5323. Prerequisite: GDES 4303 and GDES 4313 or GDES 5313 (formerly GDES 4313). (Typically offered: Fall)

GDES 5333. Design Research Methods. 3 Hours.

Examines research methods from other disciplines to apply those methods to contemporary design practice, focusing on the means of collecting information throughout the creative process, and incorporating the roles of visual research, including imaging, modeling, prototyping, and diagramming. (Typically offered: Fall and Spring)

GDES 5343. Identity Systems. 3 Hours.

(Formerly ARTS 4343.) 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 content, context and audience. Media may span environmental, motion, print, web and packaging. Graduate degree credit will not be given for both GDES 4343 and GDES 5343. Prerequisite: GDES 4303 and GDES 4313 or GDES 5313 (formerly GDES 4313). (Typically offered: Fall)

GDES 5353. Human Centered Design. 3 Hours.

(Formerly ARTS 4353.) 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. Graduate degree credit will not be given for both GDES 4353 and GDES 5353. Prerequisite: GDES 4303 and GDES 4313. (Typically offered: Fall)

GDES 5363. Design Co-op. 3 Hours.

(Formerly ARTS 4363.) Collaboration with an organization, or design firm, 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. Graduate degree credit will not be given for both GDES 4363 and GDES 5363. Prerequisite: GDES 5323, GDES 5343, and GDES 5353. (Typically offered: Fall and Spring)

GDES 5373. Advanced Typography. 3 Hours.

(Formerly ARTS 4373.) 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. Graduate degree credit will not be given for both GDES 4373 and GDES 5373. Prerequisite: GDES 5323, GDES 5343, and GDES 5353. (Typically offered: Spring)

GDES 5383. Design Writing and Dissemination. 3 Hours.

Explores diverse modes of writing in design, including reviews and the peer-review process, journal articles and abstracts, books, popular culture, grant and funding applications, thesis writing, and other mediums. (Typically offered: Fall and Spring)

GDES 5393. Design Theory: Past, Present, and the Future. 3 Hours.

Explores design theory that is both discipline-specific and interdisciplinary. Examines the application of theory and frameworks within the context of design, including the history of design theory as well as contemporary and future practices. (Typically offered: Fall and Spring)

GDES 5663. Visual Design: Motion Design. 3 Hours.

(Formerly ARTS 4663.) 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. Graduate degree credit will not be given for both GDES 4663 and GDES 5663. Prerequisite: GDES 3363. (Typically offered: Spring)

GDES 569V. Special Problems In Interactive Design. 1-6 Hour.

(Formerly ARTS 469V.) 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. (Typically offered: Irregular) May be repeated for up to 6 hours of degree credit.

GDES 594V. Graphic Design Internship. 1-6 Hour.

(Formerly ARTS 494V.) Credit for practical experience gained through internship in graphic design. Report required from intern and field supervisor on progress and significant accomplishments. 3 credit hours per semester. Graduate degree credit will not be given for both GDES 494V and GDES 594V. 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 6306. Design and Communities. 6 Hours.

Community-based design research focusing primarily on people and users, covering topics related to "wicked problems" and complexity in design that require a system-level approach. (Typically offered: Fall and Spring)

GDES 6316. Design and Technology. 6 Hours.

Explores emerging technologies through the lens of what is plausible, possible, and preferable in the future of design. Examines topics related to data, policy, and the future of making while also considering interdisciplinary approaches and potential design outcomes. (Typically offered: Fall and Spring)

GDES 632V. Graduate Design. 1-6 Hour.

Individual problems in two and three dimensional design. Prerequisite: Graduate standing. (Typically offered: Fall and Spring) May be repeated for degree credit.

GDES 6333. Graduate Graphic Design Studio. 3 Hours.

Research-based studio which introduces students to design methods, focusing on an audience-centric process. This exploratory study will provide both artists and designers a broader perspective into creating work that strongly resonates with audiences. Through reading, writing, discussion, critique, and research, students will examine and question contemporary discourse. (Typically offered: Irregular) May be repeated for up to 18 hours of degree credit.

GDES 6346. Design and Culture. 6 Hours.

Examines the culture of the design discipline to further provoke the confines of the discipline, and understand the ways in which practitioners are accountable for design outcomes through interdisciplinary approaches. (Typically offered: Fall and Spring)

GDES 6353. Graduate Special Topics. 3 Hours.

Topics dealing with trends, movements, and new elements within the design field, such as entrepreneurship, diversity, sustainability, critical issues, and data. (Typically offered: Fall and Spring) May be repeated for up to 12 hours of degree credit.

GDES 6366. Thesis Preparation. 6 Hours.

Develops a written thesis project proposal that demonstrates a viable project with a clear research direction. (Typically offered: Fall and Spring)

GDES 6399. Design Thesis. 9 Hours.

Students will complete a thesis project that includes a designed system, written research paper, and public presentation. The thesis project should demonstrate the ability to tackle significant design and research challenges. (Typically offered: Fall and Spring)