Graphic Design (GDES)

Courses

GDES 2313. Digital Tools and Concepts. 3 Hours.
Introduces Visual 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 and Spring)

GDES 3313. Introduction to Typography. 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. 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 3323 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall)

GDES 3393. Identity Design. 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 3383 and GDES 3393 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: 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 4334. 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 4303 and GDES 4313 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall)

GDES 4353. Human Centered Design. 3 Hours.
Research-based studio introducing design methods that focus on an audience centered 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 Co-op. 3 Hours.
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. 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 4323, GDES 4343, GDES 4353, and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: 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 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: May be repeated for up to 6 hours of degree credit.

GDES 436V. 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 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 4663. 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 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 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 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)