

Graphic Design Course Sequence

Year One -

All visual arts and design majors take their foundation courses within their first year of study.

Fall I

ART 210 - Visual Concepts I/ 2D Design
ART 211 - Visual Concepts II/Camera Vision
ART 214 - Drawing I/Beginning Drawing
ENGL 100
ART 215/ART216

Spring I

ART 212 - Visual Concepts III/Three Dimensional Form, Space and Interaction
ART 213 - Visual Concepts IV/Time-Based Media
ART 215/ART216
GEP
GEP

ART 215 and ART 216 can be taken in either fall or spring semester

ART 215 - Introduction to Art and Media Studies (AH)
ART 216 - Studies in Visual Culture (Prehistory through the 1750s) (AH/C)

Fall II

ART 331 - Graphic Design I (Fall only)

Description: This course is an introduction to methods for creating images, signs and symbols with a priority placed on the use of the grid as a structural device. Emphasis is placed on research, analysis, the design process, image-translation and image-reflection
Note: This course is designated as a gateway course for design majors and must be passed with a grade of B or better to continue in the graphic design sequence ART 210, ART 211, ART 212, and ART 214.

Prerequisite: Students must complete ART 210, ART 211, ART 212, and ART 214 with a grade of "C" or better, and complete the Visual Arts Portfolio Review.

***ART 339 - Design Thinking Methods (AY24/25) (Fall only)**

Description: Students will explore, present, debate, and write about human-derived systems and their relationship to urban communities through group-centered projects that involve sketching, mapping, and model building. Students will understand how Design professionals operate within and alongside systems as entrepreneurial thinkers and organizers of information, people, the built environment, and other human-made systems. A deeper understanding of the crossover of professional disciplines will be reached.

Prerequisite: ENGL 100 or ENGL 110 with a grade of 'C' or better and Design, B.F.A. major or Entrepreneurship and Innovation Minor.

***ART 335 - Origins and Issues in Design (Fall only)**

Description: This course is a survey of the history of graphic design from the Industrial Revolution through contemporary practice. Lectures illustrate major movements as the role of graphic design in society is explored including its relationship to industrial and architectural design. Both technological and societal changes and their impacts on design in past and present eras are addressed.

Prerequisite: You must take ART 210, ART 211, ART 214 and ENGL 100 or equivalent with a grade of "C" or better and complete the Visual Arts Milestone (portfolio review process) before taking this class.

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Spring II

ART 332 - Digital Design I (AY24/25) (Spring only)

Description: An introduction to the fundamentals of Digital Design with an emphasis on the process necessary to create modular interface components. Methods, strategies, and processes for visual exploration are investigated through execution in user interface design tools. The visual explorations result in pattern libraries capable of building interactive prototypes for presentation to end users. Strategies for working with creative directors and front end developers are also introduced.

Prerequisite: Students must complete ART 210, ART 211, ART 212, and ART 214 with a grade of "C" or better, ART 331 with a grade of "B" or better, and complete the Visual Arts Portfolio Review process before taking this course.

ART 333 - Typography I (Spring only)

Description: An introductory course in the history and exploration of basic principles of typography. Emphasis is on interrelationships of letter, word, line, page and the logical evolution of the grid as a structural device. The course will emphasize techniques and ideas that influence meaning through the visual design of letterforms and words. The structure of type will be explored through projects in two- and three-dimensional media.

Prerequisite: Students must complete ART 210, ART 211, ART 212, and ART 214 with a grade of "C" or better, ART 331 with a grade of "B" or better, and complete the Visual Arts Portfolio Review process before taking this course.

300/400 Art History Elective

GEP

GEP

Fall III

ART 334 - Graphic Design II (Fall only)

Description: This course provides combined reinforcement of design research and methodologies. Students apply their knowledge of typographic and visual forms to projects that encourage the introduction of word and image with visual hierarchies. The development of multiple solutions is encouraged. Visual organizations and project management are stressed. Projects are both two- and three dimensional.

Prerequisite: Students must complete ART 331 with a grade of "B" or better, and ART 213, ART 332, and ART 333 with a grade of "C" or better before taking this course.

ART 336 - Design and Technology II (Fall only)

Description: This intermediate level Digital Design course builds off the fundamentals of ART 332 Digital Design I. Efficient navigation principles, information hierarchy (organization of visual elements), and usability will be introduced and applied to design projects. HTML and CSS are introduced to create responsive interactive prototypes for testing, and presentation to clients and developers. User Experience processes will be explored and implemented to inform all design decisions.

Prerequisite: Students must complete ART 331 with a grade of "B" or better, and ART 213, ART 332, and ART 333 with a grade of "C" or better before taking this course.

300/400 Art History Elective

300/400 Art Studio Elective

GEP

Spring III

ART 337 - Typography II (Spring only)

Description: An intermediate exploration of typography and image making as an expressive and functional communication vehicle. Students apply their knowledge of the grid, typographic and visual forms to create projects that require the use of both word and image. The processes and mediums for combining word and image and the limits of visual literacy are explored in experimental and practical projects while addressing the reader's needs and the communicator's intent.

Prerequisite: Students must complete ART 331 with a grade of "B" or better, and ART 213, ART 332, and ART 333 with a grade of "C" or better before taking this course.

ART 426 - Professional Practices in Graphic Design (AY24/25) (Spring only)

Description: This course functions as a seminar and studio. It provides third-year students with a variety of professional practice activities to prepare them for professional life. Students will learn how to create a professional portfolio, develop an online presence, craft a cover letter and resume, and basic business practices required for internships, junior designer level positions, and freelance work.

Prerequisite: ART 334 and ART 336 with a grade of 'C' or better.

300/400 Art Studio Elective

GEP

GEP

Fall IV

ART 338 - Motion Design (Fall only)

Description: ART 338 Motion Design applies the principles of 2-dimensional design and typography practice to time based media. Students will view and discuss historic and contemporary examples of projected and screen-based work and learn discipline-specific vocabulary as industry standard software is used to explore how effective communication can be created utilizing motion.

Prerequisite: You must complete ART 333 with a C or better and complete the Visual Arts Milestone (portfolio review process) before taking this class.

ART 430 - Typography III (Fall only)

Description: This course is an exploration of advanced problems in visual communication that stresses the integration of typography with other two and three-dimensional imagery. Further emphasis is placed on the development of a rational design methodology through a consideration of form, utility and production limitations. Research, critical analysis and discussion are required.

Prerequisite: You must complete ART 334, ART 336, and ART 337, with a grade of "C" or better and complete the Visual Arts Milestone (portfolio review process) before taking this class.

300/400 Art Studio Elective

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Spring IV

ART 431 - Graphic Design III (Spring only)

Description: An exploration class of advanced communication problems that require large-scale systems in built environments including way-finding systems and exhibit design. Issues of sustainability are discussed and explored.

Prerequisite: You must complete ART 334, ART 336, and ART 337, with a grade of "C" or better and complete the Visual Arts Milestone (portfolio review process) before taking this class.

ART 434 - Digital Design III (AY24/25) (Spring only)

Description: ART 434 is the concluding course in the graphic design sequence. It is an advanced exploration of interaction and information design focusing on user interfaces for interactive platforms, from mobile devices to larger dynamic informatics and interpretive media installations. Via hands-on, collaborative problem-solving, students will gain skills needed to work in contemporary digital environments. Topics covered include human-computer interaction (HCI) and user-experience design (UXD) principles.

Students will design and build interactive prototypes, while continuing to build a strong foundation of graphic design fundamentals through practical application.

Prerequisite: You must complete ART 334, ART 336, and ART 337, with a grade of “C” or better and complete the Visual Arts Milestone (portfolio review process) before taking

300/400 Art Studio Elective

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