Bachelor of Fine Arts Graphic Design

First Year

DSNA 112 Drawing & 2D Design I
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
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
An introduction to sequential design and time-based media. Students begin to explore how to create meaning and communicate ideas through time and sequence using various techniques including drawing, design, audio, video editing, and animation. Focus will be placed on transformation, timing, rhythm, and motion. Prerequisites/Corequisites: None.

DSNA 122 Drawing & 2D Design II
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
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
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.

Second Year

GDES 239 Graphic Design I
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 or GDES 210.

GDES 210 Design & Typography
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): None.

GDES 240 Graphic Design II
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 246 Designing with Type II
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 210; GDES 239.

GDES 243 New Media Design I
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 124, GDES 210 or GDES 239.

Third Year

GDES 341 Graphic Design III
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
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.

GDES 342 Graphic Design IV
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
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.

Two GDES Electives

Fourth Year

GDES 493 Graphic Design V
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
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

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 480 Portfolio

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.

GDES 494 Graphic Design VI

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.