

# GRA: Graphic Design: General Courses

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## Courses

### GRA 2111C Principles of Graphic Design

3 sh (may not be repeated for credit)

Prerequisite: ART 2201C

An overview of the formal elements of design, contextualized within a frame work that stresses experimentation, creativity, innovation, and expression. Products using Photoshop, Illustrator and InDesign are oriented toward commercial applications in print based media. Material and Supply Fee will be assessed.

### GRA 2208C Typography

3 sh (may not be repeated for credit)

Prerequisite: GRA 2111C

This course is an examination of basic typography as a compositional tool. Students will explore the architecture of type from a single letterform to an entire page layout. Students will be introduced to the history of typography and explore concepts relating to contextualization of typographic form in relation to that history. This class will investigate issues of denotation and connotation, context and theme, graphic/image-type relationships, and / or expression through a refinement of the craft of typography.

### GRA 3102C Graphic Design Studio I

3 sh (may not be repeated for credit)

Prerequisite: GRA 2111C AND GRA 2208C

This course focuses on the refinement of student's problem-solving abilities through the advanced application of the design process. Students will work to gain control over the interaction of perceptual and conceptual compositional elements to enhance visual communication skills. Students research and analyze topical subjects to create works of visual communication as they explore the role of graphic design in visual culture. This course varies by semester and instructor to cover some of the following depending upon the term: Poster Design and Digital Illustration, Branding and Identity Systems, Data Visualization and Information Design, and Packaging Design. Emphasis will be placed on expressive and creative communication through rough design.

### GRA 3112C Graphic Design Studio II

3 sh (may be repeated for up to 6 sh of credit)

Prerequisite: GRA 3102C

This course focuses on the refinement of student's problem-solving abilities through the advanced application of the design process. Students will work to gain control over the interaction of perceptual and conceptual compositional elements to enhance visual communication skills. Students research and analyze topical subjects to create works of visual communication skills. Students research and analyze topical subjects to create works of visual communication as they explore the role of graphic design in visual culture. This course varies by semester and instructor to cover some of the following depending on the term: Poster Design and Digital Illustration, Branding and Identity Systems, Data Visualization and Information Design, and Packaging Design.

### GRA 3139C Motion Graphics

3 sh (may be repeated for up to 9 sh of credit)

Prerequisite: DIG 3309C AND GRA 2208C

A further articulation of the techniques and components of time-based media design. Exercises and projects will introduce basic concepts of art and design in time. Students will use time and movement, elements of the moving image, serial, sequential, and narrative ordering, moving image editing, sound and image relations, as well as object and event analysis to create time-based designs. Students will develop advanced skills in time-based media as an expressive and communicative art form. Aesthetic, technical, historical, and conceptual issues will be addressed through lectures, demonstrations, exercises, projects, screenings, research, and readings.

### GRA 3151C Digital Illustration

3 sh (may not be repeated for credit)

Prerequisite: ART 2484C AND PGY 2801C

An introductory class in creating illustration in a digital environment. Topics including the study of illustration as visual interpretation of words, concepts, and ideas. Students are challenged by assignments based on jobs typical of those given in the professional arena such as advertising, publishing, and editorial illustration. Students will develop illustrations using traditional thumbnails, sketches, and color studies, and complete the final artwork using industry standard software in a digital environment with digital tablets and pens. Students will learn to render in varying styles, and begin to develop a digital illustration style of their own. Final digital illustrations will be expected to demonstrate the same qualities as traditional illustration, including but not limited to style, composition, color theory, perspective, and concept. Final illustrations will also be assessed for technical cleanliness, edit-ability, and adherence to guidelines given.

### GRA 3196C Contemporary Design Culture

3 sh (may not be repeated for credit)

Prerequisite: ARH 3724 AND GRA 3112C

Exploration of contemporary design culture presented in a studio problem-solving format. Explores how the interplay of artists, designers, and thinkers with technological and economic forces has created the look and feel of the objects and practices that shape our culture. Combines study of pop culture and recent design history with an investigation of philosophical, sociological, psychological, and technological issues. This senior-level studio course consists of three advanced projects that are built around the study of modern, post-modern, and contemporary design theory.

### GRA 3521C Graphic Design for Interactive Applications

3 sh (may not be repeated for credit)

Prerequisite: ART 2602C AND GRA 2111C AND GRA 2208C

An intermediate graphic design course involving complex interactive projects for the web and other technologies using standards-compliant HTML and CSS. Students will have the opportunity to learn the application of semantic code markup in order to gain an understanding of the separation of content and form in dynamic media. Alternate forms of scripting for the web and interaction with databases will also be introduced.

### GRA 4905 Directed Study

1-12 sh (may be repeated indefinitely for credit)

GRA 4930C Special Topics in Digital Media Design

3 sh (may be repeated for up to 9 sh of credit)

Prerequisite: ART 2602C

This course focuses on the refinement of student's problem-solving abilities through the advanced application of the design process. Students will work to gain control over the interaction of perceptual and conceptual compositional elements to enhance visual communication skills. Students research and analyze topical subjects to create works of visual communication as they explore the role of graphic design in visual culture.

GRA 4940L Internship in Graphic Design

1-3 sh (may be repeated for up to 6 sh of credit)

Prerequisite: ART 3618C AND GRA 2208C

On an "as available" basis, Graphic Design majors may request an internship by submitting written proposals to their advisor. Proposals must be approved by the advisor and sponsor. Junior or Senior status, 2.5 GPA overall, and a 3.0 GPA in Graphic Design is required. All internships include report on internship experience, including weekly journals, written reports and an oral presentation to department advisor. Graded on a satisfactory / unsatisfactory basis only. Permission is required.

GRA 4950C Graphic Design Portfolio

3 sh (may be repeated for up to 6 sh of credit)

Prerequisite: GRA 2208C AND GRA 3102C AND GRA 3112C

This course focuses on the development and execution of a graphic design and digital medial portfolio. Emphasis will be placed on printed and digital portfolios, including an online format. Topics include creation of personal business packet and self-promotion pieces. Interview and job search skills will be discussed and developed. Individual assignments will be given to strengthen and round out each portfolio.