

GRA: Graphic Arts Courses

Courses

GRA 2111C Introduction to Graphic Design

Col of Arts, Soc Sci and Human, Department of Art and Design

3 sh (may not be repeated for credit)

Prerequisite: DIG 2000C OR DIG 3001C

An overview of the formal elements of design, contextualized within a framework that stresses experimentation, creativity, innovation, and expression. An introduction to design fundamentals used in all advanced applications of design. An exploration of the principles of design as the necessary foundations for all applied art and design work. Products using vector-based and raster-based design applications to combine type and graphics are oriented towards commercial applications. Material and Supply Fee will be assessed.

GRA 2208C Typography

Col of Arts, Soc Sci and Human, Department of Art and Design

3 sh (may not be repeated for credit)

Prerequisite: DIG 2000C OR DIG 3001C

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 2508C Color Theory

Col of Arts, Soc Sci and Human, Department of Art and Design

3 sh (may not be repeated for credit)

Prerequisite: DIG 2000C OR DIG 3001C

Study of the additive and subtractive principles of color theory as they apply to the visual communications in the fine and applied arts. Emphasis placed on color mixing, color relationships, visual impact as well as psychological and symbolic uses of color. Topics will include major historical and contemporary color systems, production of projects in applied color, and the elements of design as they apply to color.

GRA 3102C Graphic Design Studio I

Col of Arts, Soc Sci and Human, Department of Art and Design

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 Visual Identity, Branding, and Logo Design

Col of Arts, Soc Sci and Human, Department of Art and Design

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 with a specific emphasis on visual identity systems. 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 identity, branding, and logo design as they explore the role of visual identity systems in contemporary visual culture.

GRA 3139C Motion Graphics

Col of Arts, Soc Sci and Human, Department of Art and Design

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

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

Col of Arts, Soc Sci and Human, Department of Art and Design

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 3196 Contemporary Design Culture

Col of Arts, Soc Sci and Human, Department of Art and Design

3 sh (may not be repeated for credit)

Prerequisite: ARH 3724

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 3225C Typography II: Publication Design

Col of Arts, Soc Sci and Human, Department of Art and Design

3 sh (may not be repeated for credit)

Prerequisite: GRA 2208C

Typography II offers an advanced understanding of typographic conventions and standards (placement, order or chronology, size, weight, leading or interline spacing, column width, alignment, style, orientation, and choice of typeface) and the principles of how legibility and readability affect visual communication for print and web. User experience will also play a role in how information is read, created, and understood. The conventions and standards used are placed within context. Students are introduced to the interconnectedness of systems, with particular focus on what those systems are, how contexts affect the production and interpretation of typographic messages, how meaning is constructed, and structural and relational aspects of hierarchy.

GRA 3521C UX/UI Design

Col of Arts, Soc Sci and Human, Department of Art and Design

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

Prerequisite: GRA 2111C OR DIG 2000C

An intermediate graphic design course involving interactive projects for the web and other current technologies using industry standard practices. Students will gain an understanding of the separation of content and form in dynamic media as interactive products are prototyped.

GRA 3881C Comics: Sequential Art and Design

Col of Arts, Soc Sci and Human, Department of Art and Design

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

An exploration of how signs, symbols, and sequence are used to create meaning in sequential art and design both through the practice of creating comics and closely examining historical examples.

GRA 3887C Traditional Methods in Cartoon Design

Col of Arts, Soc Sci and Human, Department of Art and Design

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

Prerequisite: DIG 2000C OR DIG 3001C

An analysis of the history of the cartoon in its various forms through to its current roles in contemporary art, design, and popular culture. Explores processes in the development of satirical illustration, political cartoons, comic strips, comic books, graphic novels, animation, and motion graphics. Students will both examine and practice traditional methods of stop motion animation including object-motion, cutout animation, silhouette animation, claymation, and pixelation.

GRA 4146 AI for Creative Design

Col of Arts, Soc Sci and Human, Department of Art and Design

3 sh (may not be repeated for credit)

This course is designed to provide students with the skills necessary to integrate the tools made available through artificial intelligence into the practice of graphic design. Students will learn to use AI tools to enhance creativity and efficiency. Offered concurrently with GRA 5148. Graduate students will be assigned additional work.

GRA 4154C Advanced Digital Illustration

Col of Arts, Soc Sci and Human, Department of Art and Design

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

Prerequisite: GRA 3151C

An advanced class in creating illustration in a digital environment, meant as a further exploration of topics introduced in GRA 3151C Digital Illustration. Topics including the study of illustration as visual interpretation of words, concepts, and ideas will be explored more thoroughly. Students will continue to develop illustrations in a digital environment based on assigned tasks typical of those given in the professional arena such as advertising, publishing, and editorial illustration while advancing illustration skills and further developing an illustration style of their own.

GRA 4873C Exhibition Design Studio

Col of Arts, Soc Sci and Human, Department of Art and Design

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

Prerequisite: GRA 2208C AND GRA 3112C

The students will work with the graphic design faculty and various arts directors at UWF to learn to produce real world event graphics; arts event collateral including postcards, brochures, and catalogs; exhibition design components including super graphics; and other designs for various UWF Arts events. The students will work in the digital lab as well as on-site/ in-the-field with the museum directors and exhibit designers of the UWF Center for Fine and Performing Arts and the Historic Trust including the Pensacola Museum of Art to produce designs for the various events at the Center and the Trust. Students will respond to professional project briefs to create presentations and project proposals. The implementation of the projects will take place in the field, by students working directly with museum professionals to produce designs to be used in the field, at both the UWF Center for Fine and Performing Arts and the Museums of the UWF Historic Trust.

GRA 4874C Senior Design Studio

Col of Arts, Soc Sci and Human, Department of Art and Design

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

Prerequisite: ARH 3724 AND DIG 2000C AND GRA 2111C AND GRA 2208C AND GRA 2508C AND GRA 3102C

Designed for seniors in the Graphic Design BFA program to pursue long term specialized projects in the students' chosen fields of study. Projects may include the development of a single (or sequential) large-scale design project as well as the design and development of work for the senior graduation exhibition and the senior graphic design portfolio. Projects will be realized physically as well as in digital/oral presentation form. May be designated a capstone experience. Permission is required. 6 credits total required of Graphic Design majors to be taken in Fall and Spring of Senior Year. Material and Supply Fee will be assessed.

GRA 4875C Professional Practices in Graphic Design

Col of Arts, Soc Sci and Human, Department of Art and Design

3 sh (may not be repeated for credit)

Prerequisite: GRA 2111C AND GRA 2208C AND GRA 3102C

Under the mentorship of their design professor, students work with professional clients to produce products based on real word design problems and actual client design needs.

GRA 4882C Advanced Comics: The Advanced Practice of Sequential Art and Design

Col of Arts, Soc Sci and Human, Department of Art and Design

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

Prerequisite: ART 3312C AND GRA 3151C AND GRA 3881C

An exploration of theories and techniques of visual narrative, focusing on their application to sequential art. The course emphasizes constructing and individualizing cartoon characters and integrating them into graphic environments. Students will explore the technical craft of comic production, including page layout, panel design, and working with scripts to create traditional panel-to-panel storytelling.

GRA 4905 Directed Study

Col of Arts, Soc Sci and Human, Department of Art and Design

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

GRA 4930C Special Topics in Digital Media Design

Col of Arts, Soc Sci and Human, Department of Art and 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

Col of Arts, Soc Sci and Human, Department of Art and Design

1-3 sh (may be repeated for up to 9 sh of credit)

Prerequisite: GRA 2208C AND GRA 3112C

On an "as available" basis, Graphic Design majors may request an internship by submitting written proposals to the Graphic Design Internship Coordinator. Proposals must be approved by the Graphic Design Internship Coordinator prior to registration. Senior status, 2.5 GPA overall, and a 3.0 GPA in Graphic Design 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/Presentation

Col of Arts, Soc Sci and Human, Department of Art and Design

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

Prerequisite: (GRA 3112C OR GRA 3151C) AND (GRA 2208C)

Co-requisite: GRA 4874C

This course focuses on the development and execution of the graphic design portfolio across several platforms including print, networked, and website. Additionally, this course focuses on the development of the graphic design presentation, also across multiple platforms including physical/oral and digital/oral. Topics include the creation of personal design identities across multiple platforms. Interview, job search, and design pitch skills will be discussed and developed through the practice of visual/oral design presentation. Individual assignments will be given to strengthen and round out each portfolio.

GRA 5148 AI for Creative Design

Col of Arts, Soc Sci and Human, Department of Art and Design

3 sh (may not be repeated for credit)

This course is designed to provide students with the skills necessary to integrate the tools made available through artificial intelligence into the practice of graphic design. Students will learn to use AI tools to enhance creativity and efficiency. Offered concurrently with GRA 4146. Graduate students will be assigned additional work.