

# Graphic Design (GDES)

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## Courses

### **GDES 120 Introduction to Graphic Design (3 Hours)**

This course is designed to acquaint the student with the various aspects of the graphic design field. Topics include the ways in which visual messages are used in society, the skills needed by a graphic designer and the potential areas of specialization and employment. This class will have guest speakers from the field of graphic design. Emphasis will be on assisting the student to make an informed decision about graphic design as a career. 3 hrs. lecture/wk.

### **GDES 130 Drawing and Media Methods 1\* (3 Hours)**

**Prerequisites:** GDES 120 and ART 124 and CDTP 135 and CDTP 140 and CDTP 145

This course will provide instruction in perceptual techniques, perspective theory and drawing process methods that relate to the visual analysis of the three-dimensional forms drawn from life. Focus will be on the application of theory, processes and techniques to attain structural accuracy and the illusion of three-dimensional form on a two-dimensional surface. 6 hrs. integrated lecture/lab/wk.

### **GDES 131 Drawing and Media Methods 2\* (3 Hours)**

**Prerequisites:** GDES 130

This course is a continuation of Drawing and Media Methods I, with emphasis on the creative application of perspective theory, perceptual skill and drawing methods. Drawing methods and rendering techniques will be applied to visual problem-solving processes and the communication of design concepts. 6 hrs. integrated lecture/lab/wk.

### **GDES 131H HON: Drawing Media Methods 2 (1 Hour)**

One-credit hour honors contract is available to qualified students who have an interest in a more thorough investigation of a topic related to this subject. An honors contract may incorporate research, a paper, or project and includes individual meetings with a faculty mentor. Student must be currently enrolled in the regular section of the courses or have completed it the previous semester. Contact the Honors Program Office, COM 201, for more information.

### **GDES 132 Typography\* (3 Hours)**

**Prerequisites:** ART 124 and GDES 120 and CDTP 135 and CDTP 140 and CDTP 145

This course will provide instruction in the basic principles of contemporary typographic design. Information concerning typography, from traditional letterpress through digital type design and typesetting, will be included. The course content will emphasize effective methods of communicating to a mass audience through the printed letter, word, line and page. Working knowledge of QuarkXpress and Adobe InDesign required. 6 hrs. integrated lecture/lab/wk.

### **GDES 132H HON: Typography (1 Hour)**

One-credit hour honors contract is available to qualified students who have an interest in a more thorough investigation of a topic related to this subject. An honors contract may incorporate research, a paper, or project and includes individual meetings with a faculty mentor. Student must be currently enrolled in the regular section of the courses or have completed it the previous semester. Contact the Honors Program Office, COM 201, for more information.

### **GDES 134 Layout Design\* (3 Hours)**

**Prerequisites:** GDES 132

This course will provide a basic study of layout elements. Students will acquire the skills necessary to produce layouts. These skills include photographic indication techniques, comp lettering, advertising and editorial grid systems and electronic page design. This course is typically offered in the spring semester only. 6 hrs. integrated lecture/lab/wk.

### **GDES 140 Technical Processes\* (3 Hours)**

**Prerequisites:** PHOT 121 and CDTP 135 and CDTP 140 and CDTP 145

This course covers digital prepress applications, scanning, image manipulation and color output devices. The transition from conventional to digital production will be covered. Analysis of output and file management and the understanding of proofing systems will be covered. Proper usage of peripheral equipment will be emphasized. 6 hrs. integrated lecture/lab/wk.

### **GDES 230 Drawing and Media Methods 3\* (3 Hours)**

**Prerequisites:** GDES 131 and GDES 132 and GDES 134

This course will provide an understanding of the application of illustration to graphic design. Visual problem-solving processes acquired in Drawing and Media Methods 2 will be further developed through problems in image composition emphasizing expressive communication. Techniques in traditional and digital media are explored. This course is typically taught in the fall semester only. 6 hrs. integrated lecture/lab/wk.

**GDES 231 Advanced Typography\* (3 Hours)****Prerequisites:** GDES 134

This course is a continuation of Layout Design. Emphasis will be on typographic solutions that explore verbal/visual messages. Projects include designs for publication, such as posters, brochures, packaging and graphic campaigns. Typography as a functional and experimental medium will be stressed. Design problem-solving for a diverse range of specifications, including audience, client needs and budget constraints, are included. Traditional and digital tools will be incorporated to produce comprehensives. This course is typically offered in the fall semester only. Working knowledge of Macromedia Dreamweaver is required. 6 hrs. integrated lecture/lab/wk.

**GDES 231H HON: Advanced Typography (1 Hour)**

One-credit hour honors contract is available to qualified students who have an interest in a more thorough investigation of a topic related to this subject. An honors contract may incorporate research, a paper, or project and includes individual meetings with a faculty mentor. Student must be currently enrolled in the regular section of the courses or have completed it the previous semester. Contact the Honors Program Office, COM 201, for more information.

**GDES 235 Production Methods\* (3 Hours)****Prerequisites:** GDES 134 and GDES 140

This course will provide the fundamentals of preparing art for reproduction. Traditional camera-ready art techniques and digital prepress production methods will be emphasized. This course is typically offered in the fall semester only. 6 hrs. integrated lecture/lab/wk.

**GDES 236 Electronic Production\* (3 Hours)****Prerequisites:** GDES 230 and GDES 231 and GDES 235

This course is a continuation of the Production Methods course, providing experience in digital prepress and electronic production techniques. The student will apply production skills to problems of professional scope and complexity, including specialty processes, trapping and color separation. Preparation of graphic files for screen presentation and for the Web will be explored. This course is typically offered in the spring semester only. 6 hrs. integrated lecture/lab/wk.

**GDES 244 Communication Systems\* (3 Hours)****Prerequisites:** GDES 230 and GDES 231 and GDES 235

This course will explore the scope and potential of graphic design as a vehicle for visual communication in contemporary society. Signs and symbols, as well as communicative power of typographic, hand graphic and photographic modes, will be studied. Traditional and electronic methods will be used to develop projects. This course is typically offered in the spring semester only. 6 hrs. integrated lecture/lab/wk.

**GDES 245 Advanced Design Practice\* (3 Hours)****Prerequisites:** GDES 230 and GDES 231 and GDES 235

This course will focus on the use of the student's total design capability and technical knowledge in solving graphic design problems of professional scope and complexity. Students will have the opportunity to work with three art directors and produce three professional projects for potential inclusion in their portfolios. This course is typically offered in the spring semester only. 6 hrs. integrated lecture/lab/wk.

**GDES 272 Professional Preparation\* (3 Hours)****Prerequisites:** GDES 230 and GDES 231 and GDES 235 Prerequisite: The student must have completed all required studio courses in the graphic design program prior to the semester for which he or she is enrolling in this course or be co-enrolled in all fourth-semester studio courses

This course will provide graphic design majors instruction in the organization and presentation of his or her work in a portfolio format of professional quality. A portfolio, digital portfolio archive, self promo, resume and business ensemble will be produced. Instruction in interviewing techniques and employment searches will also be provided. 6 hrs. integrated lecture/lab/wk.

**GDES 275 Graphic Design Internship\* (1 Hour)****Prerequisites:** Graphic design faculty review committee approval

Students will work in an approved training situation under instructional supervision. The internship is designed to give the student the opportunity to use the skills learned in the graphic design program. Student interns will complete a minimum of 180 hours on the job and will be compensated with at least the minimum hourly wage.

**GDES 291 Independent Study\* (1-7 Hour)****Prerequisites:** 2.0 GPA minimum and department approval

Independent study is a directed, structured learning experience offered as an extension of the regular curriculum. It is intended to allow individual students to broaden their comprehension of the principles of and competencies associated with the discipline or program. Its purpose is to supplement existing courses with individualized, in-depth learning experiences. Such learning experiences may be undertaken independent of the traditional classroom setting, but will be appropriately directed and supervised by regular instructional staff. Total contact hours vary based on the learning experience.