

# Graphic Design (GDES)

---

## Courses

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

**Prerequisites or corequisites:** CDTP 145.

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.

### **GDES 125 Graphic Processes\* (3 Hours)**

**Prerequisites :** CDTP 135 and CDTP 140 and CDTP 145.

**Prerequisites or corequisites:** ART 124 and GDES 120.

This course covers technical processes for the graphic image through traditional and current production and printing methods. Creative approaches to image manipulation are explored to construct graphic communication for various channels.

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

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

This course will provide instruction in perceptual methods, perspective theory and drawing techniques as they apply to visual analysis and visual problem-solving in graphic design.

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

**Prerequisites :** GDES 125 and 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.

### **GDES 131H HON: Drawing and Media Methods II (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. Prerequisite: Honors department approval.

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

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

**Corequisites:** GDES 125.

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.

### **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. Prerequisite: Honors department approval.

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

**Prerequisites :** GDES 125 and 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.

### **GDES 134H HON: Layout Design (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. Prerequisite: Honors department approval.

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

**Prerequisites :** ART 127 and ART 129 and GDES 131 and GDES 134.

This course will provide an understanding of the application of illustration to graphic design. Visual problem-solving processes acquired in GDES 131: Drawing and Media Methods II will be further developed through problems in image composition emphasizing expressive communication. Techniques in traditional and digital media are explored.

**GDES 231 Advanced Typography\* (3 Hours)**

**Prerequisites :** ART 127 and ART 129 and GDES 130 and 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.

**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. Prerequisite: Honors department approval.

**GDES 235 Production Methods\* (3 Hours)**

**Prerequisites :** ART 127 and ART 129 and GDES 130 and GDES 134.

This course will provide the fundamentals of preparing art for reproduction. Traditional camera-ready art techniques and digital prepress production methods will be emphasized.

**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.

**GDES 244 Communication Systems\* (3 Hours)**

**Prerequisites :** GDES 230 and GDES 231 and GDES 235.

This course is focused on developing an organization's visual identity through an understanding of the target audience and competitive landscape. A range of identity elements are developed and used in creating specific touchpoints across a variety of media. A comprehensive Brand Identity using traditional and digital methods is a result of this course.

**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.

**GDES 272 Professional Preparation\* (3 Hours)**

**Prerequisites :** GDES 230 and GDES 231 and GDES 235.

**Corequisites:** GDES 236 and GDES 244 and GDES 245.

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.

**GDES 275 Graphic Design Internship\* (1 Hour)**

**Prerequisites :** Department 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.