

# EXPERIENTIAL GRAPHIC DESIGN (EGDN), BACHELOR OF SCIENCE

## OVERVIEW

At Dunwoody College of Technology, the Experiential Graphic Design bachelor's degree combines visual storytelling with spatial design to train designers to create for physical and virtual 3D spaces. Through hands-on projects, students develop the tools and skills to create compelling environmental graphics, wayfinding systems, branded spaces, and interactive installations. Graduates from this four-year program will be ready to work in graphic design, exhibit design, multimedia, and 3D design.

During the program, students will develop design skills in 2D and 3D graphics, experiential branding, user interfaces, and built environments, using industry-standard tools, including Adobe Creative Suite and CAD software. They will learn to apply the design process and design principles to the creation and fabrication of permanent and temporary structures, experiences, and applications, including: trade exhibits, retail displays, museum attractions, hospitality interactions, and digital and motion designs. An emphasis is placed on sustainable design along with utilizing standards that protect the health, safety, and well-being of stakeholders.

Coursework includes such topics as Production Design, Packaging Design, Display Studio, UX/UI Design, Lighting Design, and 4D Design.

Hawk Core Curriculum both supports the students' technical direction and enhances their oral and written communication skills, fundamental math skills, and critical thinking ability. The course of study culminates in an industry internship or capstone project where students gain on-the-job experience.

**Length of Program:** 4 years (8 semesters)

**Classes Offered:** Day

**Available Starts:** Fall Semester

## PROGRAM OUTCOMES

By the end of this program, students will be able to:

- Collaborate on design solutions.
- Demonstrate professionalism, ethics, and leadership.
- Constructively review and critique and welcome feedback.
- Communicate visually and verbally with a variety of stakeholders.
- Apply knowledge of human experience and global context to design solutions.
- Apply the design process.
- Apply the principles and elements of design.
- Documentation and integration of design solutions.
- Utilize standards that protect the health, safety, and well-being of stakeholders.
- Demonstrate knowledge of and responsibility for sustainable design.
- Demonstrate technical knowledge.

## DEGREE REQUIREMENTS

| Code                                  | Title                   | Credits |
|---------------------------------------|-------------------------|---------|
| General Requirements                  |                         |         |
| ARTS1250                              | Design History          | 3       |
| ARTS2200                              | Global Design History   | 3       |
| Communications Elective               |                         | 3       |
| Natural Sciences/Mathematics Elective |                         | 3       |
| Social Sciences Elective              |                         | 3       |
| General Electives                     |                         | 15      |
| Technical Requirements                |                         |         |
| EGDN1013                              | Production Design       | 3       |
| EGDN1014                              | Industry and Profession | 1       |
| EGDN1021                              | Typography Studio       | 5       |
| EGDN2011                              | Display Studio          | 5       |
| EGDN2012                              | Design Systems          | 3       |
| EGDN2021                              | Expo Studio             | 5       |
| EGDN2022                              | Multimedia              | 3       |
| EGDN3011                              | Merchandise Studio      | 5       |
| EGDN3022                              | Advanced Typography     | 3       |
| EGDN4011                              | Exhibit Studio          | 5       |
| EGDN4021                              | Capstone Studio         | 5       |
| SODN1011                              | Foundation Studio       | 5       |
| SODN1012                              | Design Representation   | 3       |
| SODN1022                              | Packaging Design        | 3       |
| SODN1023                              | Design Principles       | 3       |
| SODN2014                              | UX/UI Design            | 3       |
| SODN2022                              | Lighting Design         | 3       |
| SODN2023                              | Portfolio Design        | 3       |
| SODN3012                              | Sustainable Design      | 3       |
| SODN3014                              | Surface Design          | 3       |
| SODN3015                              | Design Communication    | 1       |
| SODN3021                              | Branding Studio         | 5       |
| SODN3023                              | Universal Design        | 3       |
| SODN3024                              | 2D Design               | 1       |
| SODN4012                              | Design Research         | 3       |
| SODN4013                              | Designing Careers       | 3       |
| SODN4014                              | 3D Design               | 1       |
| SODN4024                              | 4D Design               | 1       |
| Total Credits                         |                         | 120     |

## COURSES

### Descriptions

#### ARTS1250 | Design History | Lecture (3 Credits)

Design has shaped human civilization for centuries, influencing everything from the tools we use to the ways we communicate and experience the world. This course surveys key design movements, cultural trends, and influential figures in graphic and object design, art, and architecture from the mid-nineteenth century to the present. You'll use language of design to place its historical context and to explore its ongoing influence in shaping the modern world.

**General Education:** Humanities

**ARTS2200 | Global Design History | Lecture (3 Credits)**

Design reflects the evolving intersection of global history and diverse cultures, particularly in spatial design fields such as architecture, interior design, landscape architecture, and urban planning. This course examines how these disciplines are reflective of past cultures and responsive to the present through social, political, and environmental influences using examples from across the globe. You'll decode the historical trajectories and illuminate the meanings in cultural influences that have shaped and are expressed in the world's built environments; influence design practice, theories, technologies; and create cultural meaning.

**General Education:** Humanities

**EGDN1013 | Production Design | Lecture (3 Credits)**

Production Design explores the materials, methods, and mechanical processes for production of print-ready publications and other print and digital media. Learning focuses on industry best practices, design production stages, and workflows for proofing, meeting, and manage production deadlines.

**EGDN1014 | Industry and Profession | Seminar (1 Credit)**

Industry and Profession explores the history, structure and organization of design practices. Discover and develop communication and collaborative skills along with an appreciation and understanding of the unique roles of design disciplines.

**EGDN1021 | Typography Studio | Lecture/Studio (5 Credits)**

Typography Studio introduces the tools, techniques, and principles of form and type through the hand and digital methods. Emphasis is placed on typography principles, technical agility, and type as visual language. Communicate design intent through appropriate use of type across a variety of design solutions.

**Prerequisite(s):** SODN1011

**EGDN2011 | Display Studio | Lecture/Studio (5 Credits)**

Display Studio explores structural packaging and display for a visual merchandising project in a retail setting. Emphasis is placed on addressing stakeholders, communicating brand expression, and human-scale design. Develop effective and interactive design solutions through research and prototyping.

**Prerequisite(s):** EGDN1021

**EGDN2012 | Design Systems | Lecture (3 Credits)**

Design Systems explores the creation of effective visual solutions for legibility, clarity, and ease of use. Learning focuses on graphic wayfinding components, cohesiveness, consistency, and scalability.

**EGDN2021 | Expo Studio | Lecture/Studio (5 Credits)**

Expo Studio explores systematic approaches to the design and development of a publication, exhibit, and related visual identity system. Emphasis is placed on key deliverables in publication and production, marketing, wayfinding, and structural display. Gain effective communication skills from design concepts to design solutions.

**Prerequisite(s):** EGDN2011

**EGDN2022 | Multimedia | Lecture (3 Credits)**

Multimedia explores the tools, concepts, and production methods needed to create engaging design narratives. Learning focuses on the meaning, messaging, typography, image, and time-based motion communication.

**EGDN3011 | Merchandise Studio | Lecture/Studio (5 Credits)**

Merchandise Studio examines the principles and practices of shaping the customer experience through a human-centered project. Emphasis is placed on conceptual thinking, product placement, brand expression, and guest experience. Create design solutions that integrate design concepts, specification requirements, and spatial constraints.

**EGDN3022 | Advanced Typography | Lecture (3 Credits)**

Advanced Typography examines the integral role of type in shaping narratives, enhancing visual communication, and creating immersive environments. Learning focuses on the principle of type design and typography and their application enhancing user experiences.

**EGDN4011 | Exhibit Studio | Lecture/Studio (5 Credits)**

Exhibit Studio develops a cohesive and inclusive design solution in the creation of a public exhibit. Emphasis is placed on an immersive experience that incorporates graphics, spatial planning, technology, lighting, and multimedia interaction. Demonstrate design solutions through a global lens.

**Prerequisite(s):** SODN3021

**EGDN4021 | Capstone Studio | Lecture/Studio (5 Credits)**

Capstone Studio explores a self-directed, comprehensive design project supported by design research and cultural and social contexts. Emphasis is placed on individual design philosophy, process, learning, working, and thinking associated with academic work and practice. Demonstrate design skills that synthesize a comprehensive and professional understanding to solve design problems through exploration and iteration.

**Prerequisite(s):** EGDN4011 And SODN4015

**SODN1011 | Foundation Studio | Lecture/Studio (5 Credits)**

Foundation Studio explores design problems and solutions through the understanding of the design process. Emphasis is placed on design thinking, making, and technical, spatial and conceptual composition. Develop effective design solutions through the exploration of fundamental design principles and processes.

**SODN1012 | Design Representation | Lecture (3 Credits)**

Design Representation is an introduction to methods of visual graphics and the basic tools and skills needed to develop professional presentations. Develop an understanding of analog and digital tools, composition, visual narrative, and verbal and visual communication.

**SODN1014 | Industry & Profession | Seminar (1 Credit)**

Industry and Profession explores the history, structure, and organization of design practices. Discover and develop communication and collaborative skills along with an appreciation and understanding of the unique roles of design disciplines.

**SODN1022 | Packaging Design | Lecture (3 Credits)**

Packaging Design explores the creation and design of a product enclosure for the retail environment. Learning is focused on marketability, brand expression, structural application, materials, surface elements, and sustainability.

**SODN1023 | Design Principles | Lecture (3 Credits)**

Design Principles introduces the fundamental processes and concepts of design thinking and making used in the development of design projects. Explore 2D and 3D space through experimentation, hands-on projects, and iterative making to achieve design outcomes.

**SODN2014 | UX/UI Design | Lecture (3 Credits)**

UX/UI Design examines the technology, processes, and tools that define digital experiences and interaction between the end user and the product. Learning focuses on how User Experience (UX) and User Interface (UI) design enhance engagement, understanding, and experience through digital product aesthetics and functionality.

**SODN2022 | Lighting Design | Lecture (3 Credits)**

Lighting Design explores the properties, aesthetic qualities, and technical considerations of artificial and natural light. Examine function, interaction, and lighting controls to enhance interior and exterior environments.

**SODN2023 | Portfolio Design | Lecture (3 Credits)**

Portfolio Design explores personal brand, visual identity, and professional portfolio through selfreflection, research, ideation, and assessment.

Curate and compose current design work, focusing on selection, organization, and presentation for professional career goals.

**Prerequisite(s):** EGDN2011, Or IARC2011, Or MDES2120, Or ARCH2011

**SODN3012 | Sustainable Design | Lecture (3 Credits)**

Sustainable Design explores environmental factors and sustainable design strategies through the use of performance assessment tools and metrics. Learning focuses on material, product, and life-cycle with an emphasis on reducing environmental impact and maintaining healthy environments.

**SODN3014 | Surface Design | Lecture (3 Credits)**

Surface Design explores patterns, color enhancements, and visual problem-solving through traditional and digital techniques. Learning focuses on brand expression, marketability, and production techniques.

**SODN3015 | Design Communication | Seminar (1 Credit)**

Design Communication explores the skills and techniques of professional presentation and communication. Develop verbal and visual presentations that effectively describe design intent.

**SODN3021 | Branding Studio | Lecture/Studio (5 Credits)**

Branding Studio explores the communication of visual elements and brand strategy across a project experience. Emphasis is placed on typography, color, visual language, and brand expression. Explore brand through scale, material, technology, and user interaction.

**Prerequisite(s):** EGDN3011 Or PRDN3011

**SODN3023 | Universal Design | Lecture (3 Credits)**

Universal Design explores the legal and ethical responsibility that designers have in the creation of furnishings, objects, spaces, and environments. Learning focuses on ergonomics, anthropometrics, social factors, standards, and regulations and how they impact life safety.

**SODN3024 | 2D Design | Seminar (1 Credit)**

2D Design explores geometry, form, and patterning through research and hands-on exploration. Discover and develop visual and verbal communication skills for describing 2D forms.

**SODN4012 | Design Research | Lecture (3 Credits)**

Design Research focuses on the tools, methods, and skills needed to develop and frame the Capstone Studio project. Learning focused on data collection, interpretation, analysis, and synthesis of a comprehensive design brief used to guide the Capstone Studio project through research.

**SODN4013 | Designing Careers | Lecture (3 Credits)**

Designing Careers prepares students to navigate the professional working environment upon graduation. Learning focuses on enhancing job readiness, career options, refining portfolio, professional communication, personal brand, and networking opportunities.

**Prerequisite(s):** ARCH4021, Or SODN3021, Or IARC3021

**SODN4014 | 3D Design | Seminar (1 Credit)**

3D Design explores form through material exploration and experimentation. Develop design solutions using analog and digital tools, composition, prototyping, and visual communication.

**SODN4024 | 4D Design | Seminar (1 Credit)**

4D Design explores the language of design, user experience, and interaction with motion, sounds, and interfaces. Develop design solutions that are influenced by 2D and 3D principles.