

EXPERIENTIAL GRAPHIC DESIGN (EGDN)

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 managing 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