

GRAPHIC DESIGN (GRDP)

GRDP1100 | Graphic Studio | Lecture/Studio (5 Credits)

This course is an introduction to the tools, techniques and principles of graphic design. Students will conduct research, utilize creative problem solving, and explore design workflows. Communication of design intent with an emphasis on typography, drawing, layout and composition will be explored using industry standard software.

GRDP1101 | Graphic Studio | Lecture/Studio (4 Credits)

This course is an introduction to the tools, techniques and principles of graphic design. Students will conduct research, utilize creative problem solving, and explore design workflows. Communication of design intent with an emphasis on typography, drawing, layout and composition will be explored using industry standard software.

GRDP1102 | Industry Focus | Lecture/Laboratory (3 Credits)

This course will explore the design industry. Career paths, professional organizations, and best practices will be introduced. Students will also explore design history, the impact of design on contemporary culture and the importance of effective communication through design.

GRDP1103 | Production Focus | Lecture/Laboratory (3 Credits)

An introduction to the fundamentals of post-design practices as they relate to the production of commercial print pieces. Students will explore industry practices with an emphasis on modern and emerging digital print workflows.

GRDP1104 | Image Editing | Seminar (1 Credit)

Explore post-photography image editing. Utilize industry software tools to create effects and corrections necessary to prepare photos for professional applications.

GRDP1200 | Type Studio | Lecture/Studio (5 Credits)

Develop visual communication skills through the examination of typographic principles and history. Emphasis is placed on typography's power to convey meaning in design.

Prerequisite(s): GRDP1100 And GRDP1104

GRDP1201 | Type Studio | Lecture/Studio (4 Credits)

Develop visual communication skills through the examination of typographic principles and history. Emphasis is placed on typography's power to convey meaning in design.

GRDP1202 | Packaging Focus | Lecture/Laboratory (3 Credits)

Explore the history and contemporary applications of packaging within a retail environment. Emphasis is placed on structural design and sustainable materials and practices.

GRDP1203 | Identity Focus | Lecture/Laboratory (3 Credits)

Explore the communication of abstract ideas through type and symbol. Develop a visual identity system with an emphasis on conveying brand messaging through research, ideation, production and evaluation of design artifacts.

GRDP1210 | Packaging Design | Lecture/Laboratory (3 Credits)

Investigate the packaging design process through the development of a custom paperboard or corrugated folding carton intended for retail purposes, from concept sketches to completed prototype. Both structural and graphic design stages are addressed, along with physical and virtual prototyping.

GRDP1240 | Photo Editing & FX | Laboratory (2 Credits)

Practice post-photography image editing, color correction, masking, retouching and compositing tasks with RAW camera files and provided high-resolution images. Explore common special effects such as silhouetting, shadow and reflection creation, extreme color alteration, and layer blending. Prepare photos for print, web and interactive uses.

GRDP1501 | Photography | Seminar (1 Credit)

Introduction to the technical aspects of digital photography and digital post-processing. Emphasis on studio lighting and creating photographs for visual communication projects.

GRDP1502 | Digital Surface Design | Seminar (1 Credit)

Introduction to the tools, techniques and uses of digital surface design. Explore digital illustration and pattern making with emphasis on enhancing the visual appearance of surfaces.

GRDP1503 | Motion Design | Seminar (1 Credit)

Introduction to the concepts and tools used for creating time and motion-based communications. Explore user-interactivity, frame based animations, storyboarding, and information-rich promotional presentations.

GRDP1504 | EGD | Seminar (1 Credit)

Explore the application of Environmental Graphic Design concepts in 3-dimensional spaces, including way-finding, place-making and branded environments. Emphasis on ADA compliance and human-centered interaction.

GRDP1505 | Web Content | Seminar (1 Credit)

Introduce digital content management systems and apply design thinking to scalable interface solutions. Emphasis on foundational technical skills, and the integration of visual design with the production of visual interfaces.

GRDP1506 | Experimental Type | Seminar (1 Credit)

Explore experimental approaches to typography through digital, hand-drawn and 3D applications. Conceptualize type as image with emphasis on conveying a meaning or emotion through non-traditional visual solutions.

GRDP2101 | Structural Studio | Lecture/Studio (4 Credits)

Develop structural design and production skills while cultivating an awareness of the global impact of packaging. Students will be introduced to sustainable practices. Emphasis is placed on the hands-on development of a retail ready package or store display.

GRDP2102 | Prepress Focus | Lecture/Laboratory (3 Credits)

Explore the post-design production stages related to file preparation with emphasize on output techniques for optimal print outcomes. Workflow automation, variable data printing, and color management will be discussed.

GRDP2103 | DataViz Focus | Lecture/Laboratory (3 Credits)

Explore information analysis and presentation through way-finding and infographics. Emphasis will be placed on accessibility, clarity, and usability.

GRDP2111 | Structural Studio | Lecture/Studio (5 Credits)

Develop structural design and production skills while cultivating an awareness of the global impact of packaging. Students will be introduced to sustainable practices. Emphasis is placed on the hands-on development of a retail ready package or store display.

GRDP2160 | Design for Animation & Interactivity | Lecture/Laboratory (2 Credits)

Investigate the concepts and tools used for creating time and motion-based documents including work that allows user interaction from storyboards to finished stand-alone and web-based projects.

GRDP2170 | Information Design | Lecture/Laboratory (2 Credits)

Explore the theory and practice of information design using basic principles to demonstrate the accessible and effective presentation of information in wayfinding, forms, informational graphics, charts and graphs.

GRDP2201 | Interface Studio | Lecture/Studio (5 Credits)

Develop human-centered approaches to interface design while cultivating empathy for social, cultural, and ability differences. This course will emphasize planning, research, prototyping, and validation best practices.

GRDP2202 | Portfolio Focus | Lecture/Laboratory (3 Credits)

Develop a personal brand, visual identity and professional portfolio through self-reflection, research, ideation and assessment. Analyze and synthesize current design work and abilities, focusing on selection, organization and presentation for professional advancement.

GRDP2203 | CGI Focus | Lecture/Laboratory (3 Credits)

Explore the creation of computer-generated photorealistic objects and scenes. Emphasis on composing product shots, focusing on 3D objects that are suitable for user interfaces.

GRDP2221 | Business of Design | Lecture (1 Credit)

Examine basics of marketing, proposal development, pricing, legal considerations, and client relationships in graphic design and print organizations. Discover various career paths in the graphic and production design industry. Prepare for job search and interviewing, including resume development.

GRDP2260 | Design for Web | Laboratory (1 Credit)

Develop a professional portfolio website for self-promotion. Model UX/UI best practices in planning, research, prototyping and user testing.

GRDP2270 | Design & Production Internship | Internship (3 Credits)

Investigate and validate professional skills and processes through a monitored on-the-job work experience.

GRDP2280 | Design & Production Capstone | Capstone (3 Credits)

Identify and express technical skills and professional behavior that reflect advanced graphic design knowledge and production skills.