

## Graphic Design (GRDS)

### GRDS 1010 Visual Organization

(CTAG) 3 Credits

This course introduces students to the various methods and techniques of basic graphic design. Through exercises using traditional (non-computer) media, it introduces students to the principles and elements of color and design as they relate to the two-dimensional surface.

(6 contact hours: 6 lab)

### GRDS 1015 Introduction to Typography

(CTAG) 3 Credits

*Prerequisite: GRDS 1375 (can be taken concurrently).*

This course introduces students to the history, methods, and uses of typography. Students will participate in exercises involving both traditional and computerized media using procedures needed to analyze, choose, and design with the many varieties of fonts and typefaces.

(6 contact hours: 6 lab)

### GRDS 1020 Graphic Design

3 Credits

*Prerequisite: GRDS 1010, GRDS 1015, GRDS 1350 (can be taken concurrently) or GRDS 1375 (can be taken concurrently) or GRDS 1400 (can be taken concurrently).*

This course introduces design students to the procedures used to create advertising and designs aimed at specific target markets. Students will use both the basics acquired in the prerequisite courses and new material to design and produce logos, shopping bags, banners, and other printed materials.

(6 contact hours: 6 lab)

### GRDS 1375 Computer Graphics AI, ID and PS

3 Credits

This course provides an introduction to the tools, applications, and uses of Adobe Illustrator, InDesign, and Photoshop software. Students will learn how to use the software through online tutorials, lectures, and lab exercises utilizing scanners, printers, and Macintosh computers.

(4 contact hours: 2 lecture, 2 lab)

### GRDS 1450 Introduction to Digital Print Production

3 Credits

This course will help introduce students to what digital print production is and the role that print production technicians play at different types of printing companies as well as within an in-house production department.

(4 contact hours: 2 lecture, 2 lab)

### GRDS 1500 History of Graphic Design

3 Credits

This course introduces the history of graphic design from its origins in Europe to the present. Students will examine design trends in aesthetics and theory as well as the connection between graphic design and the other visual arts. Field trips will augment class lectures depending on gallery and museum schedules. Students will complete a research paper and project, reading assignments, and in-class presentations.

(3 contact hours)

### GRDS 1800 Introduction to User Experience Design

3 Credits

*Prerequisite: GRDS 1375 or permission of instructor.*

A survey of User Experience Design (UXD) techniques is provided in this introductory level course. Students learn sketching as a technique to convey ideas, understand the scope of problems, and develop solutions to those problems. The core set of design deliverables, including personas, user journeys, wireframes, blueprints, site maps, and process flows are introduced and practiced.

(5 contact hours: 2 lecture, 3 lab)

### GRDS 2015 Advanced Typography

3 Credits

*Prerequisite: GRDS 1020.*

This specialized course is a continuation of GRDS 1015 Introduction to Typography. Students will work on more complex projects that combine typography and image, further demonstrating a progression of skills and knowledge base. Projects will include both 2- and 3-dimensional challenges, including publication and package design.

(6 contact hours: 6 lab)

### GRDS 2110 Graphic Production

3 Credits

*Prerequisite: GRDS 1350 and GRDS 1400; or GRDS 1375.*

This specialized course introduces students to the various methods of printing processes, color charts, papers, and file preparation. The processes studied consist of Offset Lithography, Gravure, Letterpress, Flexography, Thermography, Screenprinting, and Electronic Digital Printing.

(5 contact hours: 2 lecture, 3 lab)

**GRDS 2230 Advertising Design****(CTAG) 3 Credits**

*Prerequisite: GRDS 1020, GRDS 1375 (or GRDS 1350 and GRDS 1400).*

This intermediate level course utilizes the methods and procedures acquired in the prerequisites to develop more advanced forms of advertising. Students will write, design, and produce ads for television, newspapers, magazines, and other traditional and non-traditional methods.

(6 contact hours: 6 lab)

**GRDS 2330 Corporate Identity****3 Credits**

*Prerequisite: GRDS 1015, GRDS 1375.*

This is an advanced course in designing advertising for businesses, using the methods and principles acquired in the prerequisite courses. Students will research, write, and design a complete corporate identity program for a local company, including a logo, brand identity system, and other marketing materials.

(6 contact hours: 6 lab)

**GRDS 2400 Automating Adobe Creative Suite Products with JavaScript****3 Credits**

*Prerequisite: GRDS 1375 or permission of instructor.*

This intermediate-level course provides graphic design students the tools to develop an automated workflow for Adobe Creative Suite products for use in website design and/or interactive design environments. Students will use the Object Models of different applications to create, test, and implement techniques to improve workflow efficiencies.

(5 contact hours: 1 lecture, 4 lab)

**GRDS 2500 Graphic Design Portfolio****3 Credits**

*Prerequisite: GRDS 2015, GRDS 2110, GRDS 2230.*

This advanced course acquaints students with all aspects of preparing and presenting their graphic design portfolios for job interviews. Students will study portfolio building (both physical and digital), resumes, cover letters, interviewing skills, social media networking, and professional practices. (5 contact hours: 2 lecture, 3 lab)

(4 contact hours: 2 lecture, 2 lab)