

**(DGN201) Design Principles 1**

6 semester credits

This class introduces students to the visual elements of two dimensional form, space and color. Students will explore the uses, interpretations, and dimensions of basic design elements while studying and applying color theory. This class should prepare students with the ability to make informed decisions in creating graphic structure.

**(DGN205) Typography 1**

6 semester credits

Prerequisite: Introduction to Computers in Design (DIM102)

This class concentrates on typographic basics, including the history and development of typography, letterform basics, type classification, alignment and usage, and basic type techniques. This class should provide the basic foundation for understanding type and layout, and prepare students for work in traditional print-based media and electronic media.

**(DGN211) Design Principles 2**

6 semester credits

Prerequisite: Computers in Design 2 (DIM202)

This class introduces students to the visual elements of volume and structure. Students will study volumetric form—its generation and makeup. Students will construct three-dimensional forms and explore the effects of color on those structures.

**(DGN217) Sign and Symbol Design**

6 semester credits

Prerequisite: Upper Division Standing

This class concentrates on developing the knowledge and skills necessary for creating identity marks that give visual representation to any or all of the following: small businesses, corporations, institutions, organizations, or events.

**(DGN305) Typography 2**

6 semester credits

Prerequisite: Upper Division Standing

This class concentrates on advanced typographic topics, including grid systems and multiple page layouts. This class should provide advanced understanding of type and layout, and prepare students for design work in print-based media and electronic media.

**(DGN307) Publication Design**

6 semester credits

Prerequisite: Upper Division Standing

This class concentrates on developing the knowledge and skills necessary for creating graphic design documents that are multi-paged. Students will study how to establish and use a hierarchy of information in sequential design. Students will work toward creating layouts that reflect content and that are both visually interesting and readable.

**(DGN407) Identity Systems Design**

6 semester credits

Prerequisite: Upper Division Standing

Today's successful visual communicator is required to develop and produce communication solutions in various media—all with their own digital file requirements. This class is designed to provide students with the skills and knowledge necessary to cohesively present an identity or image in varying marketing, media and production environments. Students will have the opportunity to create a campaign that can be consistently presented in environmental graphics (signage, vehicles), print advertising media (newspapers and magazines), traditional print media (collateral material, sales sheets, annual reports), electronic media (web), and exhibits (large format printing).

**(DGN417) Advanced Identity Systems Design**

6 semester credits

Prerequisite: Upper Division Standing

This advanced level class concentrates on developing identity systems, collateral design, and advertising that give visual representation to businesses, institutions, organizations, events, and individuals. Attention will be given to the difference between identity and image and how graphic design plays a role in each. Students will have the opportunity to work with a single client to develop a design program and information system that is based on their individual set of circumstances. Design ideas will be based on research and

the creation of a design brief. Students are expected to trace the development of their design program through a progression of steps from thumbnail sketches to finished comprehensive designs. Attention will be given to presenting the final design and justifying design decisions to final output.

**(DGN427) Advanced Publication Design**

6 semester credits

Prerequisite: Upper Division Standing

This class is an advanced study of the relationship between typography, imagery and design. The student will be expected to create images that explore typography as an illustrative medium and that combine imagery and typography to illustrate visual concepts. Students will also be expected to study and create complicated publication layouts that successfully integrate multiple types of text, imagery, and visual data.

**(DGN475) Professional Seminar and Portfolio Development**

6 semester credits

Prerequisite: Completion of all other required Graphic Design core classes

This class concentrates on outlining the employment possibilities in the graphic design field and assistance in developing a portfolio of their work and acquiring job-searching skills. This is the capstone course for the Bachelor of Arts Degree in Graphic Design.

**(DIA111) Introduction to Digital Animation**

6 semester credits

Prerequisite: Graphic Design Program = Upper Division Standing

Prerequisite: Film and Video Production Program = Visualization 1 (VIS100)

Students study the process of creating shapes and objects in a 3D digital environment. Emphasis is placed on modeling set up for animation in a digital environment. Projects include the creation of wire frame figures and objects, creation of surfaces with the goal of realistic form and tonal value.

**(DIM102) Introduction to Computers in Design**

6 semester credits

This class introduces students to basic computer controls, interfaces and its use as a page layout tool that enable the use of the computer in design. Introduction and work with page layout and ancillary software programs, with the goal of creating electronic layouts utilizing text, illustration and photographs. Proper file preparation and electronic prepress requirements will be emphasized. This class should prepare students for work in traditional print-based media and electronic media.

**(DIM202) Computers in Design 2**

6 semester credits

Prerequisite: Typography 1 (DGN205)

This class concentrates on the use of the computer as a mechanical illustration tool. Introduction and in-depth work with vector-based graphic and ancillary software programs, with the goal of creating electronic illustrations, logos and charts. Electronic prepress requirements will be emphasized including intermediate concepts for dimensional graphics as they relate to prepress considerations. This class should prepare students for work in traditional print-based media and electronic media.

**(DIM212) Digital Imaging in Design**

6 semester credits

Prerequisite: Design Principles 2 (DGN211)

This course is a hands-on introduction to digital image media. Basic digital tools and vocabulary will be discussed, with the emphasis on a designer's use of photographs in the digital media. Beginning with scanning and input options, students will have the opportunity to learn to use software to enhance, correct, and manipulate images, and to collage and create images. Color management and output options including halftone resolution and prepress requirements will be explored with emphasis on recent developments in digital technology.

**(DIM351) Presentation Design**

6 semester credits

Prerequisite: Upper Division Standing

This course covers the broad areas of point-of-purchase, marketing, business presentations, and trade show design. Emphasis is placed on the materials and processes of design unique to these applications. These may include software applications such as "PowerPoint Presentations," traditional display signage, trade booth design and brochure and print presentation.

**(DIM352) Multimedia Production 1**

6 semester credits

Prerequisite: Graphic Design Program = Upper Division Standing

Prerequisite: Professional Photography Program = Advanced Photography (PHO203)

Prerequisite: Professional Photography Program, Digital

Media Concentration Only Digital Video for Photojournalism (PHO234)

This course involves project planning and design, story boarding, interface design, file management, image manipulation, QuickTime movies and sound effects for creating an interactive multimedia title. Students are exposed to a wide range of current software to create a finished interactive multimedia title on CD-ROM and/or DVD using their own photography and design concepts.

**(DIM422) Non-HTML Web Design**

6 semester credits

Prerequisite: Graphic Design Program = Upper Division Standing

Prerequisite: Professional Photography Program = Advanced Photography (PHO203)

Prerequisite: Professional Photography Program, Digital Media Concentration Only = Digital Video for Photojournalism (PHO234)

This class introduces the use of non-HTML web editing software such as Macromedia's Flash. Integration of non-HTML graphics to HTML based web designs will be covered. Construction of fully featured non-HTML sites is required including the use of type, still images, QTVR, video, animation, sound, and scripting. Depending on the assignment, students will use a combination of HTML, WYSIWYG and non-HTML image editing programs to construct web site designs. Class participants should create a finished, on-line, operative site using photography, film or video, artwork, and design concepts.

**(DIM451) Web Site Development**

6 semester credits

Prerequisite: Graphic Design Program = Upper Division Standing

Prerequisite: Professional Photography Program = Advanced Photography (PHO203)

Prerequisite: Professional Photography Program, Digital Media Concentration Only = Digital Video for Photojournalism (PHO234)

Prerequisite: Visual Journalism Program = Digital Video for Photojournalism (MPV261)

This class is designed to provide students with skills and knowledge necessary to successfully construct web pages, understand issues related to the World Wide Web, and keep current with this rapidly changing technology. Emphasis is placed on planning and design, interactivity of sites, navigation, file size, and site management. Fully featured sites are encouraged through the use of type, still images, QTVR, video, animation, sound, cgi scripts and scripting. Students are encouraged to use freeware and/or shareware software to keep costs low and to appreciate the wealth of software available on-line. Class participants should create a finished, on-line, operative site using their own photography, film or video, artwork, and design concepts.

**(VIS100) Visualization 1**

6 semester credits

Prerequisite: Film and Video Production Program = Post Production and Sound (MPV273)

This class concentrates on developing drawing abilities for the purposes of visual thinking, representing form, creating awareness of visual relationships, and communicating ideas about objects and space.

Students will have the opportunity to become acquainted with drawing tools and techniques. The class should prepare students with the ability to use drawing to make coherent graphic statement.

**(VIS200) Visualization 2**

6 semester credits

Prerequisite: Digital Imaging in Design (DIM212)

This class concentrates on developing the photographic knowledge and skills necessary for the graphic designer. Attention will be given to the use of photography as a means to research, gather, and document visual information. The class is digitally based.

**(VIS300) Visual Logic**

6 semester credits

Prerequisite: Upper Division Standing

This class concentrates on developing research methods and the graphic design planning process.

Attention will be given to the guidelines that assist the designer in organizing the creative form generation process.

**(VIS400) Image and Meaning**

6 semester credits

Prerequisite: Visual Logic (VIS300)

This class concentrates on the process for conceiving creative ideas for content specific subjects. Students will explore methods for visually representing creative ideas. Media explored will include any or all of the following: traditional and electronic drawing and illustration, collage, assemblage, photography.