

# GD: Graphic Design

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## **GD 202 — Designing Identities**

2 credits; 1 lecture and 2 lab hours

Students develop graphic identities that creatively reflect the essence of a corporation. They expand on the graphic identity with applications specific to the client's needs, including stationery and signage, vehicles, and uniforms.

Prerequisite(s): GD 216.

## **GD 214 — The Corporate Image**

3 credits; 6 lab hours

Students develop corporate identity using logotype and logomark, with an emphasis on exploring creative solutions that define a corporate image. The logo application is extended to a complete corporate business system and finished to presentation form.

Prerequisite(s): CD 112.

## **GD 216 — Foundation in Graphic Design**

2 credits; 1 lecture and 2 lab hours

This course introduces the field of graphic design with an emphasis on the rapidly-evolving role of the profession. Graphic design processes are examined, including principles of design, grid systems, typography, and hierarchy, as they pertain to design, and the creation of a complete visual message.

Prerequisite(s): (for two-year Communication Design Foundation students) CD 215, CD 232, and CD 273

Co-requisite(s): (for one-year Communication Design Foundation students) DE 216.

## **GD 232 — Survey of Graphic Design**

3 credits; 3 lecture hours

Traces the development of modern graphic design. Significant stylistic trends and influences are analyzed and compared. The processes used by major designers to realize design solutions are examined. The people, processes, and products involved in the development of modern graphic design are explored.

## **GD 235 — Survey of Graphic Design**

2 credits; 2 lecture hours

For one-year AAS Communication Design students. Surveys visual communication from its earliest forms to its present visualized conceptions. Emphasizes links between society and the evolution of visual communication. Analyzes and compares major stylistic trends and influences.

## **GD 311 — Graphic Design I**

3 credits; 6 lab hours

In this comprehensive approach to the study of graphic communication, students develop an understanding of the inventive potential of form and message to create a visual language by analyzing, researching, and organizing information. (G6: Arts)

Prerequisite(s): CD 217 or (for Communication Design one-year students) CD 216.

## **GD 312 — Graphic Design II**

3 credits; 6 lab hours

Students examine the analytical process used in visual problem solving and its role as a tool in communicating information. Students conceptualize and develop a visual campaign for a museum or institution and apply their designs comprehensively using a variety of media. (G6: Arts)

Prerequisite(s): CD 371 and GD 311.

### **GD 331 — Typography and Language**

2 credits; 1 lecture and 2 lab hours

This course explores the internal (local) relations between alphabetic forms and their counters, complex type hierarchy and organization, sequence and flow, and the relationship between type and image in broader design application.

Prerequisite(s): CD 273.

### **GD 332 — Design in Cultural Context**

3 credits; 3 lecture hours

This course addresses design theories of the late nineteenth and twentieth century, issues of national versus international design language, design as a catalyst of social change, reading and information relay, past and present roles of the designer in society, and how technology shapes design in form, delivery and content.

Prerequisite(s): CD 235

Corequisite(s): GD 345.

### **GD 342 — Publication Design**

3 credits; 6 lab hours

The conceptual and technical abilities required to design magazines and other publications are emphasized. Students learn the impact of marketing objectives, research, and technology on publication design.

Prerequisite(s): CD 217 or (for Communication Design Foundation one-year students) CD 216.

### **GD 344 — Graphic Design in Digital Media**

2 credits; 1 lecture and 2 lab hours

Advanced use of technology in graphic design with an emphasis on the visual, technical, and organizational makeup of an interface. Students explore ways to create and communicate utilizing the principles of interactivity, hypermedia, and time-based media.

Prerequisite(s): CD 441.

### **GD 345 — Core Studio I: Design and Methodology**

3 credits; 6 lab hours

The first of a three-part course sequence, this course focuses on process, exploration and expression of options and variations, research, and the development of analytical and critical thinking skills.

Prerequisite(s): CD 217 or CD 216.

### **GD 401 — Graphic Design for Advertising**

3 credits; 6 lab hours

Students learn the systems and principles of graphic design and develop analytical abilities for visual problem solving in advertising.

Co-requisite(s): AD 481.

### **GD 402 — Signage and Graphics**

1 credit; 2 lab hours

For Interior Design students. Examines the design of signage and graphics as elements of architectural and interior environments and exhibition areas.

### **GD 407 — Graphic Design for Toy Designers**

1.5 credits; 3 lab hours

Examines conceptual and executional skills of the designer, with emphasis on effective problem solving in graphic design.

Prerequisite(s): TY 313.

### **GD 411 — Graphic Design III**

3 credits; 6 lab hours

Students build on their cognitive abilities and visual problem solving skills by developing innovative products. Students are encouraged to incorporate new technologies and materials into their designs.

Prerequisite(s): CD 372 and GD 312.

### **GD 414 — Graphic Design for Packaging**

2 credits; 1 lecture and 2 lab hours

Application of images and type to packaging design is studied. Various types of packaging, printing, and fabrication methods, as well as regulatory guidelines, are explored.

Prerequisite(s): CD 371 and GD 311.

### **GD 441 — Environmental Graphics**

2 credits; 1 lecture and 2 lab hours

An introduction to environmental graphic design that examines the basic concepts, language, materials, and processes necessary to solve communication problems in the built environment. Students work with scale, read plans, and construct models, as well as shape, volume, and form. They gain familiarity with traditional materials for fabrication and graphic production, and new and emerging electronic techniques.

Prerequisite(s): CD 372 and GD 311.