

DD: Design Division Studies

DD 114 — Creativity and Aesthetics

2 credits; 1 lecture and 2 lab hours

The main objective of this course is to introduce students to visual thinking and how it applies to design strategies. The course will expose students to hands on visual projects that will challenge their assumptions of what it takes to make something communicate visually. Students will do a series of individual exercises, followed by group discussion and critique that will allow them to approach projects from a visual viewpoint. This course is oriented towards non-designers who are intending to work in the design industry or with designers, either as business developers, retail managers, account managers, or strategic planners.

DD 115 — Design Management Collaboration

2 credits; 1 lecture and 2 lab hours

The main objective of this course is to introduce students to the world of collaborative design management, and its application to different disciplines. The course will utilize both individual research and team building projects to develop both collaboration and communication skills. This course is oriented towards non-designers and designers who are intending to work in a variety of fields including product development, merchandising, architecture, promotion design, and experience design.

DD 116 — Design Process

2 credits; 1 lecture and 2 lab hours

The main objective of this course is to explore how a defined and comprehensive process enhances the conceptualization, development, and execution of projects. Through research of leading organizations, exploring innovative methodologies, and presenting documentation best practices the class will learn trend setting approaches to managing process across industries, and provide visual tools for managing design from initial idea to final implementation. This course is oriented towards non-designer and designers working in industries that marry design and business processes.

DD 117 — Digital Documentation and Presentation

2 credits; 1 lecture and 2 lab hours

This course prepares the student to refine an original idea and communicate a concept through a series of visual-based and text-based projects. It is founded on developing then enhancing the student's ability to originate critical thinking through a process-driven, visually based sequence of planned events that generate a predictable outcome. The course is directed toward non-designers, working in teams, whose choice of industry may embrace a wide range of disciplines to include design, manufacturing, branding, publication, transportation, fashion, engineering, account management and education.

DD 118 — Environments and Experiences

2 credits; 1 lecture and 2 lab hours

The main objective of this course is to introduce students to the designed environment and intended experiences by exploring different physical spaces. This course will focus on historic and cultural references and design philosophies, as well as visual and verbal design communication skills. This course is oriented towards non-designers who are intending to work in the design industry or with designers, either as business developers, accounts and marketing managers, or strategic planners.

DD 231 — Color Production Techniques for Digital Prepress

2 credits; 1 lecture and 2 lab hours

Students learn how to prepare digital files to simplify the complexities of prepress and ensure quality of final output. The relationship between creative vision, what is seen on the screen, and the realities of the printed piece is explored.

Prerequisite(s): CD 322.

DD 299 — Independent Study in Design Division Studies

1-3 credit

Prerequisite(s): a minimum 3.5 GPA and approval of instructor, chairperson, and dean for Art and Design.

DD 499 — Independent Study in Design Division Studies

1-3 credit

Prerequisite(s): a minimum 3.5 GPA and approval of instructor, chairperson, and dean for Art and Design.