

# 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 333 — Typeface Design**

2 credits; 1 lecture and 2 lab hours

Students collect primary research and reference type history in designing letterforms.

### **GD 334 — Experiential Graphic Design**

2 credits; 1 lecture and 3 lab hours

Students are encouraged to re-think conventions in communicating the physical environment. The relationship of context to conceptual and practical solutions is explored and developed, with an emphasis on an interdisciplinary team approach to solving three-dimensional design problems.

Prerequisite(s): CD 216 or CD 217.

### **GD 335 — Type as Idiom**

2 credits; 1 lecture and 2 lab hours

This course is an advanced exploration of the expressive potential of typography, glyphs and symbols. Students make in-depth explorations of optical sequencing, word/image juxtaposition, eclectic type stylization, legibility of form and contemporary thematic type construction methodologies.

### **GD 336 — Color Voyage**

2 credits; 1 lecture and 2 lab hours

A two-week travel course designed to develop student awareness of color sensibilities. Students study the creative legacy of the use of color and light in the host city. The online portion of the course supplements the traveling experience. Historical and contemporary color applications will be explored.

### **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 346 — Core Studio II: Design and Culture**

3 credits; 6 lab hours

This course focuses on solutions to communication issues for social and information needs. Students study the identity and visual culture of a given institution through a comparison with similar entities, then develop their concepts to execute a series of cultural concept studies that review different aspects of these institutions.

Corequisite(s): CT 341.

**GD 347 — Tangible Publication Design**

2 credits; 1 lecture and 2 lab hours

This course explores the unique qualities and design of physical publications as finite transmission of information, perspective and opinion. Students address the physical multi-page sequence as a self-standing effective way to deliver and sustain narrative or data, and explore the possibilities of utilizing materials other than traditional paper in the production of publications.

Prerequisite(s): CD 216 or CD 217.

**GD 361 — Design Competition**

2 credits; 4 lab hours

This course provides students an opportunity to compete in national and international competitions. Students determine suitable competition projects, and have the opportunity to enter high-profile national and international competitions.

Prerequisite(s): CD 216 or CD 217.

**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.

### **GD 444 — Core Studio III: Design and Innovation**

3 credits; 6 lab hours

This course examines the process and analysis of graphic design for three-dimensional applications. Students determine a design problem to solve in physical space and through three-dimensional product development, design and create a full-scale graphic identity/brand image/brand DNA.

Prerequisite(s): GD 346 or GD 333.

### **GD 461 — Professional Preparation**

2 credits; 1 lecture and 2 lab hours

Students prepare for internships through portfolio development and professional practices, including digital portfolio, and writing and resume design, as well as information on running a successful business. Guest lecturers include head hunters and creative recruiters of large and small firms.

Prerequisite(s): GD 346 and GD 333.

### **GD 491 — Senior Thesis Research**

3 credits; 3 lecture hours

In developing their senior thesis, students learn about the nature and extent of information needed and how to effectively access this information. They create a working bibliography and outline, critically evaluate sources and authority, analyze primary sources, and become familiar with written and oral communication techniques relevant to research.

Prerequisite(s): GD 346.

### **GD 492 — Senior Thesis Project**

3 credits; 3 lecture hours

Students work independently on design projects that build upon their written thesis. They explore the possibilities of communication design through a variety of conventional and unconventional treatments, applications and experimentation with diverse graphic media.

Prerequisite(s): GD 491.

### **GD 493 — Internship**

4 credits; 4 lecture hours

Students work in a professional environment, supported by continuous actual and virtual discussions and readings that are significant to the communication design profession.

Prerequisite(s): GD 461 and GD 461.