UNDERGRADUATE COURSES OF STUDY

DESIGN

DES 101.INTRODUCTION TO GRAPHIC DESIGN
This course offers an overview of the field of design and focuses on the fundamental skills relevant to the discipline of graphic design. Through lecture and creative projects, students learn visual communication design and become familiar with digital and analog production processes and learn about professional directions within the field. Cannot be taken by BDes majors or students minoring in Design. *Three credit hours.*

DES 103.GRAPHIC AND INTERACTIVE DESIGN
This course is an introduction to computer imaging for graphic design applications and emphasizes studio lab experiences using graphic design industry standard software, including Adobe Photoshop, Illustrator, and InDesign. Prerequisites: ART 103. *Three credit hours.*

DES 104.TYPOGRAPHY I
This course introduces students to the essential qualities of typography in the context of design practice where typography is explored as both an art form and visual communication tool. Students complete a variety of projects that use type as an element of graphic design composition. They gain an ability to recognize and classify typography, and explore alignment, hierarchy, and legibility. This course introduces students to universal and essential qualities of typography in the context of design practice, serving as a foundation for upper-level design classes. Two three-hour labs or three two-hour labs per week. Prerequisites: ART 103 or permission of the instructor. *Three credit hours.*

DES 105.GRAPHIC AND INTERACTIVE DESIGN II
This course builds on the content of DES 103, developing proficiency with industry standard software for graphic design and interactive design. Studio lab experiences use design software including Adobe Photoshop, Adobe Illustrator, and Adobe InDesign. Two three-hour labs or three two-hour labs. Prerequisites: DES 103 or permission of the instructor. *Three credit hours.*

DES 202.TYPOGRAPHY II
This course explores how to design and communicate complex information that is primarily of typographic nature. The course readings, lectures, exercises, presentations, and projects provide a framework to expand thinking and practice related to diverse forms of typographic expression. Two three-hour studio labs. Prerequisites: DES 103 and DES 104. *Three credit hours.*

DES 230.HISTORY OF GRAPHIC DESIGN
This course examines the history of graphic design and visual communications from ancient times to the present, with an emphasis on graphic design ideas/thinking, theories, aesthetics, and movements. Students examine the history of the visual form and message as well as the impact of graphic design on the cultural, social, political, and economic life, both past and present. *Three credit hours.*

DES 304.LOGO AND BRANDING DESIGN
This course investigates branding and logo design and in particular how these may be utilized to effectively communicate a company's purpose statement and identity. Color theory and visual communication skills will be developed through this course. Prerequisite: DES 201 and DES 203. Two three-hour studio labs. *Three credit hours.*

DES 305. WEB DESIGN I
This course introduces web design, web terminology, including HTML language, and the artistic and practical aspects of creating effective web pages. Time spent in the design laboratory is devoted to learning about the foundations of website creation, developing a historical understanding of the evolution of the web, and conducting research on industry-standard design guidelines and trends. The course focuses on the planning, designing, and development of a unique portfolio website using the latest software. Prerequisites: DES 221 and DES 223. Two three-hour studio labs. *Three credit hours*.

DES 306.MOTION GRAPHICS
This course offers instruction in establishing motion graphics fundamentals including visual rhythm, kinetic typography, multi-planar effects, and other intermediate industry techniques. It teaches several different approaches to animation with the goal of refined movement to tell stories and deliver messages while maintaining a highly designed approach. Prerequisites: DES 221 and DES 223. Two three-hour studio labs. *Three credit hours.*

DES 307.EXPERIENCE DESIGN
This course explores designing products, processes, services, events, and environments with a focus placed on the quality of the user experience and culturally relevant solutions. Class content includes the designer's social responsibility, designing for public spaces, and recognizing and exploring commercial applications for experience design. Prerequisites: DES 221 and DES 223. Two three-hour studio labs. *Three credit hours.*

DES 308.SUSTAINABLE DESIGN
This course introduces the tools, resources, and best practices of sustainable design. Additionally, the course covers the philosophy of designing physical objects, the built environment, and services to comply with the principles of social, economic, and ecological sustainability. The technical and social innovations that are making real change possible across a variety of disciplines are explored. Prerequisites: DES 221 and DES 223. Two three-hour studio labs. *Three credit hours.*

DES 309.DIGITAL ILLUSTRATION
This course introduces digital illustration using computer tools and includes the study of illustration as visual interpretation of words, concepts, and ideas. Basic software skills and drawing abilities in a digital environment are developed. Strategies for communicating content through pictorial narrative are also explored. Prerequisites: DES 221 and DES 223. Two three-hour studio labs. *Three credit hours.*

DES 310.SOCIAL MEDIA AND NETWORKING
This course explores the possibilities and limitations of social media and offers hands-on experience with several forms of social media technology. Course emphasis include how to use social media productively, as well as how to develop a framework for understanding and evaluating new tools and platforms. Prerequisites: DES 221 and DES 223. Two three-hour studio labs. *Three credit hours.*

DES 311.PACKAGE DESIGN
This course applies elements of graphic design to various forms of packaging. Packages are analyzed and positioned from a marketing point of view. Brand marks, visual graphics, and color schemes are developed for individual products and extended product lines. This course is geared towards those interested in product packaging and graphic design as well as those seeking to create portfolio-quality design work. Prerequisites: DES 221 and DES 223. Two three-hour studio labs. *Three credit hours.*

DES 350.SPECIAL TOPICS
Formal courses offered infrequently to explore in depth a comparatively narrow subject which may be topical or of special interest. This course may be repeated for additional credit as the topic changes. Prerequisites: DES 201, DES 203, DES 221, and DES 223. Two three-hour studio labs. *Three credit hours.*

DES 401.TYPOGRAPHY III
This course explores the theory and practice of letter forms and typography as they apply to graphics, advertising, and other areas of design and visual communication. Projects address principles of typography, letter structure, typeface selection, fundamentals of computer typesetting, and typographic layout. Prerequisite: DES 221. *Three credit hours.*

DES 402.PUBLICATION DESIGN
This course is a practical application of design fundamentals for single and multipage publications. Industry standard page assembly is used to create layouts for publications of all kinds. In addition to the functions of the software, topics include typography, graphics, color, aesthetic page flow, and transition design. Prerequisites: ART 203, DES 304, and DES 309. Two three-hour studio labs. *Three credit hours.*

DES 404.LOGO AND BRANDING DESIGN II
This course builds upon branding and logo design from DES 304. Students will learn how to effectively design a brand for a company that communicates that company's purpose statement and identity. Color theory and visual communication skills will be developed through this course. Prerequisite: DES 304. *Three credit hours.*

DES 405.WEB DESIGN II
This is an advanced course in web design and web-based animation with studio lab experiences using industry-standard graphic design software, including Adobe Photoshop, Illustrator, InDesign, Muse, and Animate. In addition, this course provides the practical knowledge to effectively plan, create, and deliver web interfaces for computers and mobile devices. The course includes an examination of the concepts and methodologies used in emerging mobile technologies, with an emphasis on responsive portfolio sites. Laptop with Adobe Creative Suite software is required for this course. Prerequisite: DES 305. *Three credit hours.*

DES 406.MOTION GRAPHICS II
This advanced course for motion graphics includes the categories of commercial, broadcast, title sequence, and music video. It includes lectures, demonstrations of techniques, and applications of motion graphics, with an emphasis on 3D digital media. Projects will cover design, composition, narrative, sequencing, and sound development and manipulation. Current industry standard computer applications will be introduced and applied. Prerequisite: DES 306. *Three credit hours.*

DES 407.EXPERIENCE DESIGN II
This advanced course teaches students how to design and evaluate digital interfaces (e.g., websites, software products, and mobile/tablet applications) from a user-centered perspective, with an emphasis on understanding users and their contexts and applying that knowledge to make digital tools more user-friendly and engaging. Prerequisite: DES 307. *Three credit hours.*

DES 408.SUSTAINABLE DESIGN II
A continuation of DES 308, this course will explore the tools, resources, and best practices of sustainable design. Additionally, this course covers the philosophy of designing physical objects, the built environment, and services to comply with the principles of social, economic, and ecological sustainability. The technical and social innovations that are making real change possible across a variety of disciplines will be explored. Prerequisite: DES 308. *Three credit hours.*

DES 409.DIGITAL ILLUSTRATION II
This course focuses on a challenging and expressive area of graphic design. Various styles of storyboarding will be explored. The art of narration will be explored in comics, graphic novels, and various storyboards both traditional and digital (still and animated). In this advanced digital illustration course, students will learn professional illustration conception, production, and finish. Students will execute illustration projects using professional procedures and equipment. Emphasis is on student creative and technical development. Prerequisite: DES 309. *Three credit hours.*

DES 410.SOCIAL MEDIA AND NETWORKING II
This course will provide students with an advanced understanding of social media, marketing plans, and social media analytics. Students will build company and/or journalistic profiles on the top social networks to engage with audiences and communities and utilize analytical tools to track success. Prerequisite: DES 310. *Three credit hours.*

DES 411.PACKAGE DESIGN II
This is an advanced studio design course in the development of packaging for the marketplace. Students will be exposed to how package designers visually communicate using 3-dimensional form. Emphasis is placed on developing effective design solutions in relationship to marketing concepts and objectives for various products. Prerequisite: DES 311. *Three credit hours.*

DES 450.DESIGN DEN
This course is centered around student-run and faculty-managed strategic communications. Students gain hands-on, real-world experience in a professional agency environment. The experiential learning opportunity helps students develop and sharpen their skills through real client work, workshops, team-building exercises, and networking engagements with professionals and thought leaders in the communications industry. Prerequisite: Instructor permission. *Three credit hours.*

DES 490.INTERNSHIP
This course gives a student the opportunity for college credit in a professional design studio, lab, or other facility. A limited number of Internships are available through the department each semester, or the student may propose an internship. Prerequisites: Graphic Design majors with advanced standing and consent of department. Forty-five hours of work required per semester hour of credit. May be repeated for a total of six credit hours. *One to six credit hours.*

DES 499.SENIOR DESIGN PORTFOLIO

In this course, graduating students will prepare for their final design show and exhibition. Additionally, this course will prepare students to gain employment in the field by creating and producing a professional design portfolio, resume, social media presence, and self-promotional materials. ***Three credit hours.***