

The New (and improved) Graphic Design Concentration

Information about the program revisions starting in FALL 2012

Why change the curriculum now?

Student demand for graphic design courses has been very strong since the beginning of the program area in 1994. In 2000, the Department of Art began to successfully match student demand with existing faculty and program capabilities by administering a selective-admission concentration in graphic design, and offering courses in this area only to students admitted into the program. Each semester the Department receives 40-50 applications for the 20 available spots. Even with the selective enrollment there are too many students and too few courses to prepare the students adequately for today's expanding graphic design profession.

The graphic design profession has changed greatly since the informal Design Concentration was established more than 10 years ago. At that time, the majority of design projects were print-based (posters, magazine ads, and other paper-printed applications), and screen-based designs were just beginning to blossom into multi-tiered projects. Today, the opposite is the case: screen-based design projects dominate the professional landscape and traditional printed projects are becoming the exception rather than the rule. Employers routinely request applicants who are well versed in web-based and interactive skills along with print- and paper-based production knowledge. Emerging designers need to have a strong foundation in art as well as the graphic design principles such as concept, typography and composition plus the contemporary computer skills. The new curriculum described in this document will build this foundation by

In the current single-track BA structure, the graphic design concentration includes only four distinct design courses (ARTT350, ARTT351, ARTT352 and ARTT458 (Repeatable), and students are encouraged to take two additional courses in digital media (ARTT354 and ARTT489I). Graphic design students must fit their concentration into the single BA structure, and many who wish to take additional graphic design courses do so in independent studies sections with specific faculty.

The new Graphic Design curriculum will require students to complete the foundation courses required of all Art Studio students before advancing to upper-level graphic design courses. By limiting the number of students in the Graphic Design Concentration to 20 per year and offering courses in alternating semesters, the Department can provide a truly excellent undergraduate program in Graphic Design that, while still firmly connected to the College and University, provides students with the tools needed to succeed in the competitive professional world. The reduced enrollment would be comprised of only the most talented, most serious graphic design students, and the reduced number will also be better match for the current contracted job market.

Course descriptions

ARTT255: INTRODUCTION TO DIGITAL ART AND DESIGN PROCESSES (Formerly ARTT354) 3 credits. Prerequisite: ARTT100 and ARTT110. Introduction to basic principles of digital imaging and how they are applied to art and design. Topics covered: Digital image manipulation and construction (composition in Photoshop, the manipulation of the pixel), Vector-Based digital techniques (layout, typography, etc), time-based digital techniques (video and audio composition and manipulation), and basic interactivity (web-design). Digital media used to explore visual principles established in ARTT100.

ARTT355: INTERMEDIATE GRAPHIC DESIGN PRINCIPLES (Formerly ARTT350). 3 credits. Prerequisite: ARTT150, ARTT200, ARTT210, ARTT255 and admission into Graphic Design Concentration. Credit will granted for only one of the following: ARTT250, ARTT350 or ARTT355. Investigation of basic concepts, history, techniques, and materials used by professional graphic designers, focusing on typography. Explores various aspects of design related to typography through examination and production of many types of finished work.

- ARTT356: GRAPHIC DESIGN PROCESSES (Formerly ARTT351)** 3 credits. Prerequisite: ARTT 150, 200, 210, 255 and admission into Graphic Design Concentration. Credit will be granted for only one of the following: ARTT 351 or ARTT 356. Explores pre-press techniques for designers; computer file preparation, paper selection, separations, screen printing, thermography, variable data and finishes. Emphasis on concept-driven and community-based projects using type- and illustration-oriented processes. Includes printer tour and presentation from a paper representative.
- ARTT357: INTERACTIVE DESIGN (New course)** 3 credits. Prerequisite: ARTT355 and ARTT356 plus admission into Graphic Design Advanced Specialization. In-depth exploration of interactive design and website construction. Emphasis on concept-driven and community-based projects using variety of interactive software programs.
- ARTT361: DESIGN LITERACY: DECODING OUR VISUAL CULTURE (Formerly ARTT489)** 3 credits. Prerequisite: ARTT355 and ARTT356 plus admission into Graphic Design Advanced Specialization. Credit will be granted for only one of the following: ARTT489 with Design Literacy subtitle or ARTT361. Holistic presentation of design history and theory from pre-history to present. Covers primarily visual communication design and includes the interrelationship of interior-, furniture-, industrial, fashion-design, and architecture.
- ARTT386: EXPERIENTIAL LEARNING. (Currently offered)** 1-6 credits. Design internship. Individual Instruction course: contact department or instructor to obtain section number.
- ARTT454: ADVANCED GRAPHIC DESIGN PRINCIPLES: DESIGN IN SOCIETY (New course)** 3 credits. Prerequisite: ARTT355 and ARTT356. Focus on social responsibility and community activism. History and theory of propaganda and advocacy-based design. Students explore current design practices, work individually, and collaborate in teams with non-profits or other clients with community-based or socio-cultural agendas. Research and writing-intensive course.
- ARTT455: THREE DIMENSIONAL GRAPHIC DESIGN (Formerly ARTT352)** 3 credits. Prerequisite: ARTT355 and ARTT356. or permission of department. Credit will be granted for only one of the following: ARTT 352 or ARTT 455. Continued exploration of advanced graphic design practices with primary emphasis on 3-D object and packaging design. The course includes research, course reading discussions, oral presentations, lectures, and specific project assignments, which will require a proficient level of hand-skills (craft) and computer-skills. Sustainability is a featured topic of this course.
- ARTT456: MOTION DESIGN (New course)** 3 credits. Prerequisite: ARTT355, ARTT356 and ARTT357 or permission of department. Explores computer graphics and visual communication principles in a time-based context. Examination of fundamental design principles through digital projects that involve photo manipulation, digital illustration, layout, animation, and web design.
- ARTT457: ADVANCED INTERACTIVE GRAPHIC DESIGN (New course)** 3 credits. Prerequisite: ARTT357. Advanced concepts and techniques of interactive design and interactive software. Examination of corporate, client-based and public service-based interactive design strategies.
- ARTT458: GRAPHIC DESIGN PORTFOLIO (Currently ARTT458)** 3 credits. Prerequisite: ARTT454. Repeatable to 12 credits if content differs. Students will compose a comprehensive professional portfolio. Curriculum includes contracts, copyright issues, interviewing skills, resume and cover-letter writing, design briefs and proposals, freelance business issues as well as portfolio preparation and presentation; portfolio presentation includes basics of book arts.
- ARTT459A: ADVANCED GRAPHIC DESIGN STUDIO (New course)** 3 credits. Prerequisite: ARTT 454. Repeatable to 12 credits if content differs. Student-run design firm working with non-profits and other organizations. Organizations act as clients; the students as a creative firm. Under the guidance and supervision of faculty, students learn first-hand about working with clients, working within a budget, working with printers and press runs, and working under real deadlines.
- ARTT488: ADVANCED SPECIAL TOPICS IN GRAPHIC DESIGN (New course)** 3 credits. Prerequisite: ARTT355, ARTT356 or permission of department. Repeatable to 12 credits if content differs. Variable topics in Graphic Design theory and practice.
- ARTT499: DIRECTED STUDIES IN GRAPHIC DESIGN (Currently ARTT498)** 1-3 credits. Prerequisite: Permission of department. Repeatable to 12 credits if content differs. Advanced independent studies in Graphic Design. Meetings with faculty and studio time arranged.

Graphic Design Concentration Academic Plan

Below is the information regarding matriculation through the revised graphic design concentration. Refer to the ARHU advising information for the additional required general education courses.

FIRST YEAR:
Semester 1 (Fall): Complete ARTT100 and ARTT110

Semester 2 (Spring): Complete ARTT150, ARTT200 and ARTH200

SECOND YEAR:
Semester 3 (Fall): Complete ARTT210, ARTT255, and ARTH201

Semester 4 (Spring): Complete two upper-level ARTT studio courses (ARTT3xx/ARTT4xx);

Note: To graduate on time, students should apply to the Graphic Design Concentration during the application round offered this semester.

THIRD YEAR, if accepted into the Concentration:

Semester 5 (Fall): Complete ARTT355, ARTT356, ARTT361

Semester 6 (Spring): Complete ARTT357 and one upper-level ARTH or ARTT Theory course

FOURTH YEAR, if accepted into the Concentration:

Semester 7 (Fall): Complete ARTT454 and one Graphic Design elective. Choose from: ARTT457, ARTT459A, ARTT488, ARTT499, or an internship (ARTT386)

Semester 8 (Spring): Complete ARTT455, ARTT 458 and one Graphic Design elective. Choose from: ARTT488, ARTT456, ARTT499, or an internship (ARTT386).

Semester Completed

I. FOUNDATION LEVEL (18 CREDITS)

- ARTT100 Two Dimensional Art Fundamentals
- ARTT110 Elements of Drawing I
- ARTT150 Introduction to Art Theory
- ARTT200 3-Dimensional Fundamentals
- ARTT210 Elements of Drawing II
- ARTT255 Intro to Digital Art & Processes/ARTT354

II. DESIGN CONCENTRATION REQUIRED COURSES (18 CREDITS)

- ARTT355: Inter. Graphic Design Principles
- ARTT356: Graphic Design Processes
- ARTT357: Interactive Design
- ARTT454: Advanced Graphic Design Principles
- ARTT455: Three Dimensional Graphic Design
- ARTT458: Graphic Design Portfolio

III. DESIGN CONCENTRATION ELECTIVES (6 CREDITS) Choose from:

- ARTT456: Motion Design
- ARTT457: Advanced Interactive Graphic Design
- ARTT459A: Advanced Graphic Design Studio
- ARTT386: Design Internship
- ARTT488: Special Topics in Graphic Design
- ARTT499: Directed Studies in Graphic Design

IV. ART STUDIO COURSE REQUIREMENTS: 6 CREDITS

- ARTT3xx/ARTT4xx: Art Studio Elective (3 credits)
- ARTT3xx/ARTT4xx: Art Studio Elective (3 credits)

V. SUPPORTING AREA: ART HISTORY, DESIGN THEORY + ART THEORY: 12 CREDITS

- ARTH200 Art of the Western World I
- ARTH201 Art of the Western World II
- ARTT361 Design Literacy: Decoding Visual Culture
- One Upper Level ARTH or Art or Design Theory elective

TOTAL CREDITS: 60