

DESIGN (DES)

DES100. Designed World. 3 Credits.

Designers create objects, experiences, interactions, and environments. These designs shape how we relate to ourselves, each other, and the world. In this class, we'll explore how design across disciplines influences our daily lives.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate

May not be repeated for credit

DES101. Graphic Design. 3 Credits.

An introduction to Graphic Design, technique, practice and theory. FEE FOR MATERIALS.

Attributes:

- Information Mgmt Intro

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in one of the following classes: Senior, Junior
- Must be enrolled in the following field(s) of study (major, minor or concentration):
 - Ceramics (271)
 - Graphic Design (279)
 - Metal (272)
 - Painting (273)
 - Photography (276)
 - Printmaking (274)
 - Sculpture (275)
 - Visual Arts (277)
 - Visual Arts Education (189)

Prerequisites:

- (ARS100 Minimum Grade of C* and ARS101 Minimum Grade of C*) or (ARS100 Minimum Grade of C* and ARS102 Minimum Grade of C*) or (ARS100 Minimum Grade of C* and ARS103 Minimum Grade of C*) or (ARS101 Minimum Grade of C* and ARS102 Minimum Grade of C*) or (ARS101 Minimum Grade of C* and ARS103 Minimum Grade of C*) or (ARS102 Minimum Grade of C* and ARS103 Minimum Grade of C*)

* May be taken at the same time

May not be repeated for credit

DES210. Typography. 3 Credits.

Covers technical, formal, and expressive aspects of type, the designer's primary vehicle for visual communications. FEE FOR MATERIALS.

Restrictions:

- Must have the following level: Undergraduate
- Must be enrolled in the following class: Sophomore
- Must be enrolled in the following field(s) of study (major, minor or concentration):
 - Ceramics (271)
 - Graphic Design (279)
 - Metal (272)
 - Painting (273)
 - Photography (276)
 - Printmaking (274)
 - Sculpture (275)
 - Visual Arts (277)
 - Visual Arts Education (189)

Prerequisites:

- ARS100 Minimum Grade of C* or ARS105 Minimum Grade of C*
- ARS101 Minimum Grade of C*
- ARS102 Minimum Grade of C* or ARS103 Minimum Grade of C*

* May be taken at the same time

May not be repeated for credit

DES220. Information Design. 3 Credits.

Students learn a variety of techniques as they solve communications problems. Emphasis is placed on: high quality visual form, on understanding how certain kinds of signs elicit different kinds of responses from particular audiences, and on incorporating secondary research into convincing visual argumentation. FEE FOR MATERIALS.

Attributes:

- Critical Thinking Introductory

Restrictions:

- Must have the following level: Undergraduate
- Must be enrolled in the following class: Sophomore
- Must be enrolled in the following field(s) of study (major, minor or concentration):
 - Ceramics (271)
 - Graphic Design (279)
 - Metal (272)
 - Painting (273)
 - Photography (276)
 - Printmaking (274)
 - Sculpture (275)
 - Visual Arts (277)
 - Visual Arts Education (189)

Prerequisites:

- ARS100 Minimum Grade of C* or ARS105 Minimum Grade of C*
- ARS101 Minimum Grade of C*
- ARS102 Minimum Grade of C* or ARS103 Minimum Grade of C*

* May be taken at the same time

May not be repeated for credit

DES310. Type and Image. 3 Credits.

Techniques and strategies for combining text with photographic images to create resonant, clear and potent communications. FEE FOR MATERIALS.

Attributes:

- Information Mgmt Intrmd

Restrictions:

- Must have the following level: Undergraduate
- Must be enrolled in the following class: Sophomore
- Must be enrolled in the following field(s) of study (major, minor or concentration): Graphic Design (279)

Prerequisites:

- ARS 205 Minimum Grade of B-* or DES101 Minimum Grade of B-*
- ARS 307 Minimum Grade of B-* or DES210 Minimum Grade of B-*

* May be taken at the same time

May not be repeated for credit

DES320. Art Direction. 3 Credits.

An in-depth inquiry into a particular aspect of visual language. Topics vary each time the course is offered. May be repeated for credit with instructor permission. FEE FOR MATERIALS.

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in one of the following classes: Senior, Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
 - Ceramics (271)
 - Graphic Design (279)
 - Metal (272)
 - Painting (273)
 - Photography (276)
 - Printmaking (274)
 - Sculpture (275)
 - Visual Arts (277)
 - Visual Arts Education (189)

Prerequisites:

- ARS 205 Minimum Grade of B- or DES101 Minimum Grade of B-
- ARS 306 Minimum Grade of B- or DES220 Minimum Grade of B-
- ARS 307 Minimum Grade of B- or DES210 Minimum Grade of B-

May be repeated for credit

DES330. Design for the Web. 3 Credits.

Design for the Web introduces basic web design principles. While we will concentrate on learning to write and style markup languages on the web, this is a class about visual problem-solving and user-centered design.

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in one of the following classes: Senior, Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
 - Ceramics (271)
 - Graphic Design (279)
 - Metal (272)
 - Painting (273)
 - Photography (276)
 - Printmaking (274)
 - Sculpture (275)
 - Visual Arts (277)
 - Visual Arts Education (189)

Prerequisites:

- ARS 205 Minimum Grade of B- or DES101 Minimum Grade of B-
- ARS 306 Minimum Grade of B- or DES220 Minimum Grade of B-
- ARS 307 Minimum Grade of B- or DES210 Minimum Grade of B-

May be repeated for credit

DES340. Design Research. 3 Credits.

Design Research introduces basic strategies in research for graphic designers, including literature reviews, surveys and questionnaires, focus groups, photo ethnography, visual ethnography, visual anthropology, observational research and the use of personas.

Attributes:

- Critical Thinking Intermediate

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration): Graphic Design (279)

Prerequisites:

- ARS 205 Minimum Grade of B- or DES101 Minimum Grade of B-
- ARS 306 Minimum Grade of B- or DES220 Minimum Grade of B-
- ARS 307 Minimum Grade of B- or DES210 Minimum Grade of B-
- ARS 308 Minimum Grade of B- or DES310 Minimum Grade of B-

May not be repeated for credit

DES390. Client Design Lab. 3 Credits.

Students work with campus and community clients on design-related projects. The course is run as a professional design studio; topics include project management, client communication, meeting deadlines and budgets, creating production-ready work, case study development, and project assessment.

Restrictions:

- Must have the following level: Undergraduate
- Must be enrolled in one of the following classes: Senior, Junior
- Must be enrolled in the following field(s) of study (major, minor or concentration): Graphic Design (279)

Prerequisites:

- ARS 306 Minimum Grade of B- or DES220 Minimum Grade of B-
- ARS 307 Minimum Grade of B- or DES210 Minimum Grade of B-
- ARS 308 Minimum Grade of B- or DES310 Minimum Grade of B-
- ARS 335 Minimum Grade of B- or DES330 Minimum Grade of B-

May be repeated for credit

DES392. Data Visualization. 3 Credits.

Data Visualization is a functional art form that provides insight into complex topics. Students research, plan, and map written records about the world to appropriate visual attributes. Students create interactive, context-rich visual reading experiences.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must be enrolled in one of the following classes: Senior, Junior
- Must be enrolled in the following field(s) of study (major, minor or concentration):
 - Digital Media Management (552)
 - Digital Media Production (551)
 - Graphic Design (279)
 - Psychology (539)
 - Visual Arts (277)

Prerequisites:

- DES220 Minimum Grade of B- or ARS 306 Minimum Grade of B-

May not be repeated for credit

DES410. Advanced Typography. 3 Credits.

A hands-on involvement in producing books that contain sustained texts. Topics include book structures, sequential readings, materials and meanings, etc. May be repeated for credit with permission of instructor. FEE FOR MATERIALS.

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration): Graphic Design (279)

Prerequisites:

- ARS 205 Minimum Grade of B- or DES101 Minimum Grade of B-
- ARS 306 Minimum Grade of B- or DES220 Minimum Grade of B-
- ARS 307 Minimum Grade of B- or DES210 Minimum Grade of B-
- ARS 308 Minimum Grade of B- or DES310 Minimum Grade of B-

May be repeated for credit

DES420. Design Theory and Criticism. 3 Credits.

This course focuses on the application of semiotics and critical theory to Graphic Design Practice. Classes are split between discussions of ideas, issues, and theory, and critiques of studio projects. FEE FOR MATERIALS.

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in one of the following classes: Sophomore, Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration): Graphic Design (279)

Prerequisites:

- ARS 205 Minimum Grade of B- or DES101 Minimum Grade of B-
- ARS 306 Minimum Grade of B- or DES220 Minimum Grade of B-
- ARS 307 Minimum Grade of B- or DES210 Minimum Grade of B-
- ARS 308 Minimum Grade of B- or DES310 Minimum Grade of B-
- ARS 335 Minimum Grade of B- or DES330 Minimum Grade of B-

May not be repeated for credit

DES430. Interaction Design. 3 Credits.

Explores issues related to: interface design, motion design, & interactive media. Studio based; students produce design artifacts relating to the above. May be repeated for credit with instructor permission. FEE FOR MATERIALS.

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in one of the following classes: Sophomore, Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration): Graphic Design (279)

Prerequisites:

- ARS 205 Minimum Grade of B- or DES101 Minimum Grade of B-
- ARS 306 Minimum Grade of B- or DES220 Minimum Grade of B-
- ARS 307 Minimum Grade of B- or DES210 Minimum Grade of B-
- ARS 308 Minimum Grade of B- or DES310 Minimum Grade of B-
- ARS 335 Minimum Grade of B- or DES330 Minimum Grade of B-

May be repeated for credit

DES440. Graphic Design Thesis 1. 3 Credits.

The design thesis is a focused exploration of a design idea or area. Students pursue their idea both verbally and visually. Their investigation positions students relative to conventional and contemporary practice. Both visuals and text are formally presented to the design option at the completion of the project. FEE FOR MATERIALS.

Attributes:

- Critical Thinking Advanced
- Writing Intensive

Restrictions:

- Must have the following level: Undergraduate
- Must be enrolled in the following class: Senior
- Must be enrolled in the following field(s) of study (major, minor or concentration): Graphic Design (279)

May not be repeated for credit

DES441. Graphic Design Thesis 2. 3 Credits.

The design thesis is a focused exploration of a design idea or area. Students pursue their idea verbally and visually. Their investigation positions students relative to conventional and contemporary practice. Both visuals and text are formally presented to the design option at the completion of the project. FEE FOR MATERIALS.

Attributes:

- Information Mgmt Advanced

Restrictions:

- Must have the following level: Undergraduate
- Must be enrolled in the following class: Senior
- Must be enrolled in the following field(s) of study (major, minor or concentration): Graphic Design (279)

Prerequisites:

- ARS 407 Minimum Grade of B- or DES440 Minimum Grade of B-

Corequisites:

- DES442

May not be repeated for credit

DES442. Graphic Design Portfolio. 3 Credits.

Design projects culminate in a professional level Design portfolio. Students develop a resume and cover letters. Readings and discussions on various professional paths and opportunities in Design. FEE FOR MATERIALS.

Restrictions:

- Must have the following level: Undergraduate
- Must be enrolled in the following class: Senior
- Must be enrolled in the following field(s) of study (major, minor or concentration): Graphic Design (279)

Prerequisites:

- ARS 407 Minimum Grade of B- or DES440 Minimum Grade of B-

Corequisites:

- DES441

May not be repeated for credit

DES491. Design for Web II. 3 Credits.

Advanced topics and professional practices in web design, programming, and development.

Restrictions:

- Must have the following level: Undergraduate
- Must be enrolled in one of the following classes: Senior, Junior
- Must be enrolled in the following field(s) of study (major, minor or concentration): Graphic Design (279)

Prerequisites:

- ARS 335 Minimum Grade of B- or DES330 Minimum Grade of B-
- ARS 306 Minimum Grade of B- or DES220 Minimum Grade of B-

May not be repeated for credit

DES492. Motion Design. 3 Credits.

Introduction to technical and conceptual skills essential to motion design. Students will learn how to design motion pieces from concept to execution and think critically about the unique position of motion graphics in relation to the fields of film, broadcast, advertising and graphic design. Particular attention will be paid to the basics of movement and typographic design for motion.

Restrictions:

- Must have the following level: Undergraduate
- Must be enrolled in one of the following classes: Senior, Junior
- Must be enrolled in the following field(s) of study (major, minor or concentration): Graphic Design (279)

Prerequisites:

- ARS 306 Minimum Grade of B- or DES220 Minimum Grade of B-
- ARS 307 Minimum Grade of B- or DES210 Minimum Grade of B-

May not be repeated for credit

DES493. Graphic Design Select Topic. 3-12 Credits.

Selected topics courses are regularly scheduled courses that focus on a particular topic of interest. Descriptions are printed in the Schedule of Classes each semester. Selected topics courses may be used as elective credit and may be repeated for credit, provided that the topic of the course changes.

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
 - Ceramics (271)
 - Graphic Design (279)
 - Metal (272)
 - Painting (273)
 - Photography (276)
 - Printmaking (274)
 - Sculpture (275)
 - Visual Arts (277)
 - Visual Arts Education (189)

May be repeated for credit

DES494. Fieldwork in Graphic Design. 1-12 Credits.

Specific guidelines and required forms available in the Art Department office.

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
 - Ceramics (271)
 - Graphic Design (279)
 - Metal (272)
 - Painting (273)
 - Photography (276)
 - Printmaking (274)
 - Sculpture (275)
 - Visual Arts (277)
 - Visual Arts Education (189)

May be repeated for credit

DES495. Indep Study Graphic Design. 1-12 Credits.

Specific guidelines and required forms available in the Art Department office. A materials fee may be applied.

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
 - Ceramics (271)
 - Graphic Design (279)
 - Metal (272)
 - Painting (273)
 - Photography (276)
 - Printmaking (274)
 - Sculpture (275)
 - Visual Arts (277)
 - Visual Arts Education (189)

May be repeated for credit

DES593. DES Selected Topic. 1-12 Credits.

May be repeated for credit