

# GRAPHIC DESIGN

The Graphic Design program is guided by our strong conviction that broadly educated individuals make good designers. We position design as a cross-disciplinary practice with skills drawn from communication, media, psychology, sociology, anthropology, and fine art. Classes are taught in a hybrid studio/seminar format, in which demonstrations, lectures, discussions, and critiques alternate with work periods. The Graphic Design major emphasizes process and research methods and prepares students for both independent and collaborative work. Projects are often undertaken in collaboration with other campus programs.

Our comprehensive, pre-professional program integrates the university's liberal-arts core courses with a rigorous design curriculum. Seventy-five percent of the coursework students take is in design, foundation studios, and art/design history. Coursework in research and theory support hands-on experiences in print, web and interaction design, and motion. Not only do our students and faculty design, but they also think, read, write, publish, and talk about design.

Professional design practice involves engaging in lifelong learning. We respond to rapid advancements in design tools and practices by teaching design techniques that span the range of low to high technologies. Graduates of New Paltz's Graphic Design program go on to successful careers in many areas of design, including design for the web, interaction design, advertising, and publishing. Some work professionally in established design studios, while others have founded and run their own design businesses. Recent alumni are employed at Martha Stewart Living Magazine, Soundcloud, NBC Universal, Google, CNN, HarperCollins, General Electric, US Tennis Association, Simon & Schuster, United by Blue, NYS Assembly, Coach, and Time Inc., among many other notable agencies, companies, and studios. Many go on to attend nationally and internationally regarded graduate school programs.

For more information, contact:

Associate Professor Anne Galperin  
Director, Graphic Design Program, and Chair, Department of Design  
Phone: (845) 257-3891  
E-mail: [galperia@newpaltz.edu](mailto:galperia@newpaltz.edu)

## Graphic Design (BFA) Program Learning Outcomes

Our learning outcomes enact educational and professional values endorsed by the National Association of Schools of Art and Design (NASAD) and the American Institute of Graphic Arts (AIGA), our national professional organization.

By the time they graduate, Graphic Design BFA majors will be able to:

- understand and describe, prototype, iterate, and evaluate communication problems
- apply their working knowledge of human factors to understand and describe users, audiences and design contexts
- create, develop, iterate, and refine well-crafted visual form
- understand and master tools and technologies, from creation to distribution
- apply a basic knowledge of graphic design business practices, organization and teamwork.

(81 credits)

The Graphic Design program offers courses that range from the historically based to the technologically advanced. Students explore visual communication through the study of communication theory and contemporary practice, enacted through making. We place particular emphasis on the idea that design reflects and affects culture.

Emphasis is placed on the exploration of how visual communications are accomplished, through discussions of communication theory and contemporary practice. Facilities include state-of-the art computer labs, with high-resolution printers, scanners, and a high-speed Internet connection, as well as a letterpress type lab and generous studio space for majors. Graduates go on to successful careers in many areas of design, including web design, multimedia interactive design, and publishing.

BFA Graphic Design students must earn the following grades for courses to count toward the major:

- C- or better for Art History (ARH) courses;
- C or better for Art Studio (ARS) courses;
- B- or better for Design (DES) courses.

Code	Title	Credits
<b>Required Foundation Courses (12 Credits)</b>		
ARS100	Drawing: Visual Thinking I	3
ARS101	Drawing: Visual Thinking II	3
ARS103	Design: Form	3
DES100	Designed World	3
<b>Art History Courses (12 Credits)</b>		
ARH201	Art of the Western World I	3
ARH202	Art of the Western World II (Select two of the following:)	3
Select two of the following:		6
ARH358	Modern Art, 1900-1970	
ARH359	Contemporary Art, 1970 to the Present (Select two of the following:)	
ARH3xx/ ARH4xx	Art History Elective	
<b>Required Graphic Design Courses (45 Credits)</b>		
DES101	Graphic Design	3
DES210	Typography	3
DES220	Information Design	3
DES310	Type and Image	3
DES320	Art Direction	3
DES330	Design for the Web	3
DES340	Design Research	3
DES410	Advanced Typography	3
DES420	Design Theory and Criticism	3
DES430	Interaction Design	3
DES440	Graphic Design Thesis 1 <sup>1</sup>	3
DES441	Graphic Design Thesis 2 <sup>1</sup>	3
DES442	Graphic Design Portfolio <sup>1</sup>	3
Select two of the following: <sup>2</sup>		6
DES392	Data Visualization	
DES491	Design for Web II	

DES492	Motion Design	
<b>Required Cognate Courses (12 Credits)</b>		
ARS230	Basic Digital Photography	3
ARSxxx/DDFxxx	Studio Electives	9
<b>Total Credits</b>		<b>81</b>

<sup>1</sup> DES440, DES441 and DES442 contribute to the Graphic Design major's capstone experience. DES440 is writing intensive.

<sup>2</sup> Additional Design electives will be added over time.

### 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