GRAPHIC DESIGN

http://www.design.iastate.edu/graphicdesign/index.php

Undergraduate Study

The department offers the degree Bachelor of Fine Arts (B.F.A.) in Graphic design.

B.F.A. Graphic Design. Emphasis is on creative problem solving, design process, visual organization and communication media, and interaction design. Graphic design graduates effectively integrate abstract thinking skills such as communication design theory, history, methodology; and technology. Components of visual communication including typography, symbology, time-based media, information design, branding, image creation, and other communication systems are integrated with an understanding of professional practice.

Curriculum in Graphic Design

The Curriculum in Graphic Design leads to a 123.5 credit undergraduate Bachelor of Fine Arts in Graphic Design including the 30 credit core Design Program.

Admission into the professional program depends upon available resources and is subject to the approval of a faculty committee at the completion of the Core Design Program. Applicants are reviewed on the basis of academic performance, a portfolio of original work, and a written essay.

Transfer students with studio credits from other programs, colleges, and universities must present for departmental review a portfolio of work done in those courses in order to have the credits apply toward studio requirements. Students are required to present this portfolio upon admission and prior to registration for classes. Arrangements for this process must be made with department advisors.

A 34 graduate credit program is offered leading to the Master of Arts specialized in Environmental Graphic Design for students planning to undertake professional degree. (NOTE: Applicants without a degree in background in environmental graphic design may be required to complete up to 15 additional credits of coursework).

A 30 graduate credit program is offered leading to the Master of Arts specialized in Graphic Design for students planning to undertake professional degree. (NOTE: Applicants without a degree in background in graphic design may be required to complete up to 18 additional credits of coursework).

A 60 graduate credit post-professional graduate program is also offered leading to the degree Master of Fine Arts.

For more complete graduate program descriptions see Graduate Study under Graphic Design in the Courses and Programs section.

Total Degree Requirement: 123.5 cr.
Only 65 cr. from a two-year institution may apply which may include up to 16 technical cr.; 9 P-NP cr. of free electives; 2.00 minimum GPA.

International Perspective: 3 cr.
U.S. Diversity: 3 cr.
Communications: 10 cr.

ENGL 150	Critical Thinking and Communication *	3
ENGL 250	Written, Oral, Visual, and Electronic Composition *	3
LIB 160	Information Literacy	1
One of the following:		3
COMST 101	Introduction to Communication Studies	
COMST 102	Introduction to Interpersonal Communication	
CMDIS 286	Communicating with the Deaf	
SP CM 110	Listening	
SP CM 212	Fundamentals of Public Speaking	
Total Credits		10

*   with a C or better

Humanities: 6 cr.
6 cr. from program curriculum sheet.

Social Sciences: 6 cr.
6 cr. from program curriculum sheet.

Math/Physics/Biol. Sciences: 6 cr.
6 cr. from program curriculum sheet.

General Education Courses: 12 cr.
6 cr. of course level 300-400 from program curriculum sheet; Complete 6 cr. from department curriculum sheet.

College of Design Core: 11.5 cr.

DSN S 102	Design Studio I	4
DSN S 115	Design Collaborative Seminar	0.5
or DSN S 110	Design Exchange Seminar I	
DSN S 131	Design Representation	4
DSN S 183	Design Cultures	3
Total Credits		11.5

Art and Design History: 12 cr.

ART H 280	History of Art I	3
ART H 281	History of Art II	3
Six credits from program curriculum sheet		6
Total Credits		12

Studio Options: 6 cr.
6 cr from ArtIS, ArtID, LA, Arch, or other approved studio course.

Graphic Design: 51 cr.

ARTGR 270	Graphic Design Studio I	3
ARTGR 271	Graphic Design Studio II	3
ARTGR 272	Digital Photography for Graphic Design	3
ARTGR 273X Typography I		3
ARTGR 274X Typography II		3
ARTGR 377	Graphic Design Internship Seminar	1
ARTGR 370	Graphic Design Studio III	3
ARTGR 371	Graphic Design Studio IV	3
ARTGR 387	Graphic Design History/Theory/ Criticism I	3
ARTGR 372	Graphic Design Materials and Processes	3
ARTGR 470	Graphic Design Studio V	3
ARTGR 471	Graphic Design Capstone	3
ARTGR 480	Graphic Design Internship	3
ARTGR 481	Graphic Design Professional Practices	3
Nine credit options from program curriculum sheet		9
ARTGR 482	Professional Presentation	2
Total Credits		51

Electives: 2 cr.

Remaining electives sufficient to complete graduation requirements.

Graphic Design, B.F.A.

First Year

Fall	Credits	Spring	Credits
DSN S 102 or DSN S 131	4	DSN S 102 or DSN S 131	4
DSN S 183 or General Education	3	DSN S 183 or General Education	3
DSN S 110 or DSN S 115	0.5-1.0	ENGL 150 or General Education	3
ENGL 150 or General Education	3	General Education	3
General Education	3	General Education	3
General Education	3	LIB 160	1
	16.5-17		17

Second Year

Fall	Credits	Spring	Credits
ARTGR 270	3	ARTGR 271	3
ARTGR 275	2	ARTGR 276	2
ART H 280	3	ART H 281	3
ARTGR 281	3	ARTIS, ARTID, LA or ARCH studio or ART GR 272	3
ARTIS, ARTID, LA, or ARCH Studio or ART GR 272	3	ENGL 250 (or Communication Study)	3
ENGL 250 (or Communication Study)	3		
	17		14

Third Year

Fall	Credits	Spring	Credits	Summer	Credits
ARTGR 370	3	ARTGR 371	3	ARTGR 480 (or)	
ARTGR 387	3	ART GR Option	3	ARTGR 495	3
ARTGR Option	3	ARTGR 372	3	Students who elect to participate in the Rome Program need to take additional 3 elective credits to reach the 123.5 needed to graduate.	

	Credits		Credits	
ARTIS, ARTID, LA, or ARCH Studio	3	ART or DSN History, General Education, or Rome Prep	3	
General Education	3	ARTGR 377	1	
		DSN S 301	1	
		ARTGR 494	1	
		Elective: ROME, Italian	1	
	15		**16**	**3**

Fourth Year

Fall	Credits	Spring	Credits
ARTGR 470	3	ARTGR 471	3
ARTGR Option	3	ARTGR 481	3
ART & DESIGN History or General Education	3	Elective	2-3
ARTIS, ARTID, LA or ARCH Studio or General Ed	3	General Education	3
General Education	3		
	15		**11-12**

Admission into the BFA in Graphic Design Program is based on departmental resources and will be determined by overall cumulative grade point average following completion of 29.5 credits including DSN S 120, 131, ENGL 150 or 250, and other general education requirements. A portfolio review and essay will also be significant factors.

Graduate Study

The department offers the degrees of Master of Fine Arts (M.F.A.) in Graphic Design, Master of Arts (M.A.) in Graphic Design, and Master of Arts (M.A.) in Graphic Design with a specialization in environmental graphic design.

M.F.A. in Graphic Design

The Master of Fine Arts in Graphic Design is recognized as the terminal degree in the field and requires a minimum of 64-credits. M.F.A. graduates in Graphic Design are skilled in communication design, problem solving, and are adept in the use of visual language, symbology, and interaction. Graduates are proficient in the design of communications and the use of technologies that incorporate human interaction with environments, objects, and electronic and traditional publications. Students and faculty work collaboratively on a required thesis; integrating theory, creation, research, and design problem solving.

The M.A. in Graphic Design

This 30-credit degree focuses on preparing students for professional practice. This degree is well suited for individuals whose undergraduate degree is not within graphic design. The degree includes seminar courses in art and design, a studio concentration, a history course, a business practice course, courses outside of graphic design, and the completion of a Creative Component in graphic design.

The degree acquaints students with theory, research and methodology for professional practice and the opportunity to apply these in studio investigations. Through studios focused on design thinking this degree will prepare students to practice in the quickly evolving field of graphic design. This program values cultural and intellectual diversity in its students, whose individual strengths are realized through a balanced and structured curriculum.

The M.A. in Graphic Design with a specialization in environmental graphic design

This 34-credit degree focuses on preparing student for 3-dimensional visual communication. Credits include a seminar course in art and design, a studio concentration, a history course, courses in design methods, and the completion of a Creative Component in environmental graphic design, an extensive EGD project that synthesizes what they have learned in the program. This program is ideal for students with an undergraduate degree in architecture, interior design, industrial design, landscape or graphic design, that have an interest in expanding their skills. Applicants without a degree or background in environmental graphic design may be required to complete up to 15 additional credits of coursework.

This degree provides a comprehensive exposure to all aspects of the discipline, including wayfinding, exhibit design, interaction, information design, and placemaking. This program is offers interdisciplinary opportunities in architecture, interior design, landscape architecture, planning, art and visual culture, and industrial design. Our Institute for Design Research and Outreach coordinates community design projects, which engage students in real world experiences. The M.A. in Art and Design, with specialization in Environmental Graphic Design is the first and only program of its kind in the United States.

Graphic Design Graduate Program

Credit earned at Iowa State University or other institution for the Master of Arts degree may be applied toward the Master of Fine Arts degree at the discretion of the program of study committee.

Applicants to the graduate program should have an undergraduate major in an art or design area and demonstrate the ability to do technically competent and original work through the presentation of a digital portfolio for faculty review. Past academic performance and the quality of studio work are critical in the admission process. A minimum 3.0 GPA in the student's undergraduate major is the standard for full admission to the graduate program. Admission is also determined by studio space available within the program area, which changes yearly due to graduate students' progress in their programs of study.

Graduate students who have not completed an undergraduate program of study substantially equivalent to that required of undergraduates in the department can expect that additional supporting coursework, determined by the graduate faculty, will be required.

Prospective students are advised to contact the graduate coordinator with specific questions about admission procedures and portfolio review. Application and additional program information may be obtained from the Department of Graphic Design, College of Design, Iowa State University, Ames, IA 50011-3092.

MFA in Graphic Design Degree Requirement

Potential Prerequisites (based on Application materials), 9 cr.

ARTGR 587	Graphic Design History/Theory/ Criticism I	3
ARTGR 588	Graphic Design History/Theory/ Criticism II	3
ARTGR 697X Internship		3

Graphic Design Studio Requirements, 33 cr.

ARTGR 501X Graduate Graphic Design Studio I		3
ARTGR 570	Advanced Studies in Visual Communication	3
ARTGR 502X Graudate Graphic Design Studio II		3
ARTGR 571	Signs, Symbols, Images	3
ARTGR 672A	Usability	3
ARTGR 601X Thesis Preparation Studio		3
ARTGR 672B	Design for Behavioral Change.	3
ARTGR 602X Graduate Thesis Studio I		3
ARTGR 603X Graduate Thesis Studio II		3
ARTGR 699	Research-Thesis	3

Students may select additional credits from graphic design option studios. Choose from:

ARTGR 564	Digital Imaging	3
ARTGR 572	Photography and Narrative Message	3
ARTGR 573	Multimedia Design	3
ARTGR 574	Exhibition Design	3
ARTGR 575	Advanced Typography	3
ARTGR 576	Graphic Design Methodology	3
ARTGR 578	Design for E-Commerce/Graphic Applications	3
ARTGR 579	Wayfinding Design	3
ARTGR 584	Selected Studies in Graphic Design	1-3
ARTGR 591	Publication Design: Magazines	3
ARTGR 592	Publication Design: Books	3

Graphic Design Seminar Requirements, 10 cr.

ARTGR 611	Teaching in Higher Education and Design Practice	3
ARTGR 698A Current Issues in Graphic Design (Design Theory)		3
ARTGR 698B Current Issues in Graphic Design (Semiotics)		3
ARTGR 632X Thesis Preparation		1

Minor Area, 9 cr.

Outside of graphic design but supports area of research, may be studio (ex. DSN S 546) or other class outside the College of Design: See Graphic Design MFA Suggested Minor Course List

Art History, Theory, Criticism, 12 cr.

ART 501 Seminar (or Seminar in College of Design such as ARTID 551, 552)	6
Art History or other College of Design History Course	6

Optional Summer Thesis, 1-3 cr.

ARTGR 699	Research-Thesis	1-3

Total 64-66 cr.

Courses primarily for undergraduates:

ARTGR 270: Graphic Design Studio I

(0-6) Cr. 3. F.

Prereq: DSN S 102, DSN S 131 and enrollment in ARTGR 275; admission to the graphic design program through department review

Basic design concepts and color principles used for visual communication.

ARTGR 271: Graphic Design Studio II

(0-6) Cr. 3. S.

Prereq: ART 230, ARTGR 270, ARTGR 275 and enrollment in ARTGR 276

Principles of typographic composition, structure and hierarchy. Formal and conceptual principles of symbology.

ARTGR 272: Digital Photography for Graphic Design

(0-6) Cr. 3. F.S.

Prereq: Concurrent enrollment in ARTGR 270 OR ARTGR 271

This course will address the development of "seeing" as a medium design, expression, and visual communication including compositional dynamics, advanced digital image manipulation, software usage and support, digital camera operations along with scanning and other digital input devices, color management, digital format for presentation and printing with digital ready formats.

ARTGR 275: Graphic Technology I

(0-4) Cr. 2. F.

Prereq: concurrent enrollment in ARTGR 270

Basic 2-dimensional computer skills for graphic design.

ARTGR 276: Graphic Technology II

(0-4) Cr. 2. S.

Prereq: ARTGR 275 and concurrent enrollment in ARTGR 271

Basic 3-dimensional computer skills for graphic design.

ARTGR 281: Visual Communication and Branding

(3-0) Cr. 3. F.

Introduction to basic principles of visual communication that contribute to the successful comprehension of intended visual messages; these include promotional messages, such as corporate branding and marketing campaigns, as well as informational messages, such as those used in computer interface design or in the clear presentation of diagrammatic data. Emphasis is placed on sensitivity to the diversity of the intended American or global audience, and to the cross-cultural differences that may affect the ways that visual messages are interpreted. Methods for creating brand experiences are explored as they apply to both small and large enterprises, ranging from personal brand to corporate brand identities.

ARTGR 370: Graphic Design Studio III

(0-6) Cr. 3. F.

Prereq: ARTGR 271, ARTGR 276, and credit or concurrent enrollment in ARTGR 387

Creation and design of images and symbols for communication. Application and integration of typography with images and symbols.

ARTGR 371: Graphic Design Studio IV

(0-6) Cr. 3. S.

Prereq: ARTGR 370 and ARTGR 387

Development and preparation of design concepts for application to the printing and electronic publishing process. Creative problem-solving skills, introduction to systems design.

ARTGR 372: Graphic Design Materials and Processes

(3-0) Cr. 3. S.

Prereq: Credit or concurrent enrollment in ARTGR 371

Lecture about the processes and materials involved in graphic design arts reproduction. Course covers pre-press, paper selection and specification, ink systems, type systems and fonts, output technology, printing presses and bindery operations.

ARTGR 377: Graphic Design Internship Seminar

(1-0) Cr. 1. S.

Prereq: Credit or concurrent enrollment in ARTGR 370 or ARTGR 371

Procedural and ethical concerns related to the graphic design internship. Personal goals, preparation of resume and plans for internship. Study and tours of areas of interest within the graphic design profession.

ARTGR 378: Critical Issues in Graphic Design

(2-0) Cr. 2.

Prereq: Credit or concurrent enrollment in ARTGR 370

Lecture, discussion and writing about the critical issues facing the communications field today and in the future.

ARTGR 387: Graphic Design History/Theory/ Criticism I

(Dual-listed with ARTGR 587). (3-0) Cr. 3. F.

Late nineteenth century to the 1990s. This course will explore the cultural, social, political, industrial, and technological forces that have influenced the practice of graphic design in Britain, Europe, and the United States. Students will study the historical issues and problems facing designers, their clients, and their publics.

ARTGR 388: Graphic Design History/Theory/ Criticism II

(Dual-listed with ARTGR 588). (3-0) Cr. 3. S.

Critical issues that affect the contemporary practice of graphic design as it relates to the United States. Students will study a variety of issues that include, but are not exclusive to, new media, gender, class, design and the public sphere, design as social action, postmodern design theory, sustainability, and ethical practice.

Meets U.S. Diversity Requirement

ARTGR 391: Graphic Design Field Study

(0-1) Cr. 1. Repeatable, maximum of 2 credits.

Prereq: Concurrent enrollment in 300 or 400 level graphic design studio course

Travel, study, and tours of areas of interest within the graphic design profession such as print production companies, design studios, and museums. Offered on a satisfactory-fail basis only.

ARTGR 463: 3D Motion Graphics

(Dual-listed with ARTGR 563). (0-6) Cr. 3. S.

Prereq: Concurrent enrollment in ARTGR 370, ARTGR 371, or ARTGR 470

3D visualization in a Motion Graphics context. Emphasis on design in 3D computer animation as it relates to various electronic media.

ARTGR 464: Digital Imaging

(Dual-listed with ARTGR 564). (0-6) Cr. 3. F.

Prereq: Concurrent enrollment in ARTGR 370, ARTGR 371 or ARTGR 470.

Studio in experimental techniques using the digital drawing tablet combined with manual drawing mediums, exploring the digital tablet, scanner, and camera as ways to collect and make images, conceptual and compositional development of digital techniques and software, and connecting digital techniques to visual processes and ideation. Students will have a better understanding of different ways of working digitally while exploring image-making processes.

ARTGR 470: Graphic Design Studio V

(0-6) Cr. 3. F.

Prereq: ARTGR 371

Advanced design systems as applied to corporate identity and environmental graphic design. Symbology as an integrated component of communication systems.

ARTGR 471: Graphic Design Capstone

(0-6) Cr. 3. S.

Prereq: ARTGR 470 or permission of instructor

Experience design and innovation in a multi-disciplinary design studio. Class will use unique research, design, evaluation, creativity, and innovation methodologies to solve human problems on special topics. Designed solutions will be in the form of products, artifacts, interfaces, information, and human environments.

ARTGR 472: Photography and Narrative Message

(Dual-listed with ARTGR 572). (0-6) Cr. 3.

Prereq: Enrollment in ARTGR 370, ARTGR 371, ARTGR 470, or ARTGR 471

Photography as a tool for creating conceptually-driven images and metaphors. Emphasis is on photography as an evocative storytelling device for a range of audiences and design applications. Compositional and technical aspects are explored to ensure successful interpretation of the photograph's intended message.

ARTGR 473: Multimedia Design

(Dual-listed with ARTGR 573). (0-6) Cr. 3.

Prereq: Undergraduate: Concurrent enrollment in ARTGR 370, ARTGR 371, or ARTGR 470 Graduate: graduate enrollment in College of Design

The design of visual, aural and textual communication for electronic media.

ARTGR 474: Exhibition Design

(Dual-listed with ARTGR 574). (0-6) Cr. 3.

Prereq: Undergraduate: Concurrent enrollment in ARTGR 370, ARTGR 371, or ARTGR 470 Graduate: graduate enrollment in College of Design

Visual communication applied to exhibition design focusing on educational or interactive museum exhibitions, trade show booth design, and modular unit design for traveling exhibitions. Translation of graphic information to a three-dimensional space.

ARTGR 475: Advanced Typography

(Dual-listed with ARTGR 575). (0-6) Cr. 3.

Prereq: Undergraduate: Concurrent enrollment in ARTGR 370, ARTGR 371, or ARTGR 470 Graduate: graduate classification in College of Design

Typographic theory exploring traditional and non-traditional forms, both historical and contemporary typographic achievements.

ARTGR 476: Graphic Design Methodology

(Dual-listed with ARTGR 576). (0-6) Cr. 3.

Prereq: Undergraduate: Concurrent enrollment in ARTGR 370, ARTGR 371 or ARTGR 470 Graduate: graduate enrollment in College of Design

Analysis and application of scientific, systematic, and non-traditional problem-solving and problem-seeking techniques.

ARTGR 477: Graphic Design Practicum

(0-6) Cr. 3.

Prereq: Concurrent enrollment in ARTGR 370, ARTGR 371, or ARTGR 470

Graphic design outreach and problem solving. Individual and group projects for non-profit clients selected by the instructor.

ARTGR 478: Design for E-Commerce/Graphic Applications

(Dual-listed with ARTGR 578). (0-6) Cr. 3.

Prereq: Undergraduate: Concurrent enrollment in ARTGR 370, ARTGR 371, or ARTGR 470. Graduate: Graduate enrollment in College of Design

The development of advanced and experimental web design for the applications of e-commerce, education and the communication of visual information.

ARTGR 479: Wayfinding Design

(Dual-listed with ARTGR 579). (0-6) Cr. 3.

Prereq: Undergraduate: Concurrent enrollment in ARTGR 370, ARTGR 371, or ARTGR 470. Graduate: Graduate enrollment in College of Design

Study of the navigational challenges of built environments and outdoor spaces, including site analysis, development of navigational plans, and design of wayfinding sign systems. Issues of function, accessibility, legibility, and fabrication are considered.

ARTGR 480: Graphic Design Internship

(3-0) Cr. 3. SS.

Prereq: ARTGR 377, 12 credits in graphic design; permission of instructor, registration in advance of enrollment

Graphic design experience in an off-campus professional environment.

ARTGR 481: Graphic Design Professional Practices

(3-0) Cr. 3. S.

Prereq: Credit or concurrent enrollment in ARTGR 470

Professional design management: ethics, setting up a new business, client/designer relationships, contractual options, billing practices, and effective operating procedures.

ARTGR 482: Professional Presentation

(0-4) Cr. 2. S.

Prereq: ARTGR 470 and concurrent enrollment in ARTGR 471

Exploration and development of the graphic design portfolio and resume in electronic, print, and photographic form.

ARTGR 484: Selected Studies in Graphic Design

(Dual-listed with ARTGR 584). Cr. 1-3. Repeatable, maximum of 9 credits. F.S.SS.

Prereq: Graduate classification in the College of Design

Special issues related to graphic design. Topics vary each time offered.

ARTGR 490: Independent Study

Cr. 1-6. Repeatable.

Prereq: Written approval of instructor and department chair on required form in advance of semester of enrollment

Student must have completed related graphic design coursework appropriate to planned independent study. Offered on a graded basis or a satisfactory-fail basis.

ARTGR 490A: Independent Study: Theory, Criticism, and Methodology

Cr. 1-6. Repeatable.

Prereq: Written approval of instructor and department chair on required form in advance of semester of enrollment

Student must have completed related graphic design coursework appropriate to planned independent study. Offered on a graded basis or a satisfactory-fail basis.

ARTGR 490B: Independent Study: Two-Dimensional Design

Cr. 1-6. Repeatable.

Prereq: Written approval of instructor and department chair on required form in advance of semester of enrollment

Student must have completed related graphic design coursework appropriate to planned independent study. Offered on a graded basis or a satisfactory-fail basis.

ARTGR 490C: Independent Study: Three-Dimensional Design

Cr. 1-6. Repeatable.

Prereq: Written approval of instructor and department chair on required form in advance of semester of enrollment

Student must have completed related graphic design coursework appropriate to planned independent study. Offered on a graded basis or a satisfactory-fail basis.

ARTGR 490H: Independent Study: Honors

Cr. 1-6. Repeatable.

Prereq: Written approval of instructor and department chair on required form in advance of semester of enrollment

Student must have completed related graphic design coursework appropriate to planned independent study. Offered on a graded basis or a satisfactory-fail basis.

ARTGR 490I: Internship/Cooperative (in-depth experience other than ArtGr 480)

Cr. 1-6. Repeatable.

Prereq: Written approval of instructor and department chair on required form in advance of semester of enrollment

Student must have completed related graphic design coursework appropriate to planned independent study. Offered on a graded basis or a satisfactory-fail basis.

ARTGR 491: Publication Design: Magazines

(Dual-listed with ARTGR 591). (0-6) Cr. 3.

Prereq: Graduate enrollment in College of Design

The philosophy, concepts and structures of magazine design.

ARTGR 492: Publication Design: Books

(Dual-listed with ARTGR 592). (0-6) Cr. 3.

Prereq: Graduate enrollment in College of Design

The philosophy, concepts and structures of book design.

ARTGR 493: Workshop

Cr. 1-3. Repeatable.

Prereq: Evidence of satisfactory experience in area of specialization

Intensive 2 to 4 week studio exploration. Topics vary each time offered.

ARTGR 494: Graphic Design in Europe Seminar

(1-0) Cr. 1.

Prereq: Permission of instructor and planned enrollment in ARTGR 495.

Cultural and historical aspects of art and design in Western Europe in preparation for study abroad. Area of study varies each time offered. Offered on a satisfactory-fail basis only.

ARTGR 495: Graphic Design in Europe

(Dual-listed with ARTGR 595). Cr. 3. SS.

Prereq: ARTGR 494, permission of instructor

International study abroad program in western Europe. Visits to design studios, art museums, and educational facilities.

ARTGR 496: Graphic Design Field Study

Cr. R. Repeatable.

Prereq: Concurrent enrollment in a graphic design studio and permission of instructor.

Study and tours of museums, galleries, artist and/or designer studios and other areas of interest within art and design. Offered on a satisfactory-fail basis only.

ARTGR 497: Graphic Design Field Study

(0-1) Cr. 1. Repeatable. F.S.SS.

Prereq: Acceptance to the undergraduate or graduate programs in graphic design.

Introduction to places related to graphic design in urban environments such as museums and design studios. Culture and context of design in the urban environment. Offered on a satisfactory-fail basis only.

Courses primarily for graduate students, open to qualified undergraduates:

ARTGR 510: Graphic Design Theory

(3-0) Cr. 3. F.

Prereq: Graduate classification in College of Design or permission of instructor.

This course will investigate graphic design as a tool to represent and create imageability in the mind of the audience, through relevant readings in graphic design theory and principles of visual organization in various media.

ARTGR 511: Graduate Graphic Design Studio I

(0-6) Cr. 3. F.

Prereq: Graduate classification in College of Design or permission of instructor.

Theory and investigation of systems, structures, principles of visual organization for communication through the experimental application of traditional and non-traditional media. Studio problems will be influenced by social, cultural, environmental, or technological factors.

ARTGR 512: Audience and Perception

(0-6) Cr. 3. F.

Prereq: Graduate classification in College of Design or permission of instructor.

Theory and investigation of systems, structures, principles of visual organization for communication through the experimental application of traditional and non-traditional media. Studio problems will be influenced by social, cultural, environmental, or technological factors.

ARTGR 520: Design & Cultural Semiotics

(3-0) Cr. 3. S.

Prereq: Graduate classification in College of Design or permission of instructor.

Introduction to semiotics as it relates to art, design and culture. Historical and contemporary vantage points and the importance of designers as makers of meaning. Key concepts of semiotics and the interrelationship between message, meaning, design and culture.

ARTGR 521: Graphic Design Graduate Studio II

(0-6) Cr. 3. S.

Prereq: Enrollment in the Graphic Design Graduate Program.

In this advanced graduate graphic design studio led by a variety of faculty, students will be introduced to a range of research topics, methods and ideas that are predicated on learning through the process of creation.

ARTGR 522: Critical Media

(0-6) Cr. 3. S.

Prereq: Enrollment in the Graphic Design Graduate Program.

Advanced theory and investigation of critical media and application of principles of visual organization for communication. Through hypothetical design work with critical media tools, studio problems will examine and be informed by social, cultural, environmental, or technological factors.

ARTGR 563: 3D Motion Graphics

(Dual-listed with ARTGR 463). (0-6) Cr. 3. S.

Prereq: Concurrent enrollment in ARTGR 370, ARTGR 371, or ARTGR 470

3D visualization in a Motion Graphics context. Emphasis on design in 3D computer animation as it relates to various electronic media.

ARTGR 564: Digital Imaging

(Dual-listed with ARTGR 464). (0-6) Cr. 3. F.

Prereq: Concurrent enrollment in ARTGR 370, ARTGR 371 or ARTGR 470.
Studio in experimental techniques using the digital drawing tablet combined with manual drawing mediums, exploring the digital tablet, scanner, and camera as ways to collect and make images, conceptual and compositional development of digital techniques and software, and connecting digital techniques to visual processes and ideation. Students will have a better understanding of different ways of working digitally while exploring image-making processes.

ARTGR 570: Advanced Studies in Visual Communication

(0-6) Cr. 3. F.

Prereq: Graduate classification in College of Design
Theory and investigation of systems, structures, principles of visual organization, and typography for communication. Studio problems will be influenced by social, cultural, environmental, or technological factors.

ARTGR 571: Signs, Symbols, Images

(0-6) Cr. 3. S.

Prereq: Graduate Classification in College of Design
Investigation and application of signs, symbols and semiotic theory for communication. Studio problems influenced by social, cultural, environmental, or technological factors.

ARTGR 572: Photography and Narrative Message

(Dual-listed with ARTGR 472). (0-6) Cr. 3.

Prereq: Enrollment in ARTGR 370, ARTGR 371, ARTGR 470, or ARTGR 471
Photography as a tool for creating conceptually-driven images and metaphors. Emphasis is on photography as an evocative storytelling device for a range of audiences and design applications. Compositional and technical aspects are explored to ensure successful interpretation of the photograph's intended message.

ARTGR 573: Multimedia Design

(Dual-listed with ARTGR 473). (0-6) Cr. 3.

Prereq: Undergraduate: Concurrent enrollment in ARTGR 370, ARTGR 371, or ARTGR 470 Graduate: graduate enrollment in College of Design
The design of visual, aural and textual communication for electronic media.

ARTGR 574: Exhibition Design

(Dual-listed with ARTGR 474). (0-6) Cr. 3.

Prereq: Undergraduate: Concurrent enrollment in ARTGR 370, ARTGR 371, or ARTGR 470 Graduate: graduate enrollment in College of Design
Visual communication applied to exhibition design focusing on educational or interactive museum exhibitions, trade show booth design, and modular unit design for traveling exhibitions. Translation of graphic information to a three-dimensional space.

ARTGR 575: Advanced Typography

(Dual-listed with ARTGR 475). (0-6) Cr. 3.

Prereq: Undergraduate: Concurrent enrollment in ARTGR 370, ARTGR 371, or ARTGR 470 Graduate: graduate classification in College of Design
Typographic theory exploring traditional and non-traditional forms, both historical and contemporary typographic achievements.

ARTGR 576: Graphic Design Methodology

(Dual-listed with ARTGR 476). (0-6) Cr. 3.

Prereq: Undergraduate: Concurrent enrollment in ARTGR 370, ARTGR 371 or ARTGR 470 Graduate: graduate enrollment in College of Design
Analysis and application of scientific, systematic, and non-traditional problem-solving and problem-seeking techniques.

ARTGR 578: Design for E-Commerce/Graphic Applications

(Dual-listed with ARTGR 478). (0-6) Cr. 3.

Prereq: Undergraduate: Concurrent enrollment in ARTGR 370, ARTGR 371, or ARTGR 470. Graduate: Graduate enrollment in College of Design
The development of advanced and experimental web design for the applications of e-commerce, education and the communication of visual information.

ARTGR 579: Wayfinding Design

(Dual-listed with ARTGR 479). (0-6) Cr. 3.

Prereq: Undergraduate: Concurrent enrollment in ARTGR 370, ARTGR 371, or ARTGR 470. Graduate: Graduate enrollment in College of Design
Study of the navigational challenges of built environments and outdoor spaces, including site analysis, development of navigational plans, and design of wayfinding sign systems. Issues of function, accessibility, legibility, and fabrication are considered.

ARTGR 584: Selected Studies in Graphic Design

(Dual-listed with ARTGR 484). Cr. 1-3. Repeatable, maximum of 9 credits. F.S.SS.

Prereq: Graduate classification in the College of Design
Special issues related to graphic design. Topics vary each time offered.

ARTGR 587: Graphic Design History/Theory/ Criticism I

(Dual-listed with ARTGR 387). (3-0) Cr. 3. F.
Late nineteenth century to the 1990s. This course will explore the cultural, social, political, industrial, and technological forces that have influenced the practice of graphic design in Britain, Europe, and the United States. Students will study the historical issues and problems facing designers, their clients, and their publics.

ARTGR 588: Graphic Design History/Theory/ Criticism II

(Dual-listed with ARTGR 388). (3-0) Cr. 3. S.

Critical issues that affect the contemporary practice of graphic design as it relates to the United States. Students will study a variety of issues that include, but are not exclusive to, new media, gender, class, design and the public sphere, design as social action, postmodern design theory, sustainability, and ethical practice.

Meets U.S. Diversity Requirement

ARTGR 589: Design and Ethics

(Cross-listed with HCI). (3-0) Cr. 3. F.S.

Prereq: Graduate classification or permission of instructor.

Issues in ethics and decision-making as they relate to technology, design, design research, HCI, and the design industry.

ARTGR 590: Special Topics

Cr. arr.

Prereq: Bachelor's degree in graphic design, or evidence of satisfactory equivalency in specialized area

Written approval of instructor and department chair on required form in advance of semester of enrollment.

ARTGR 590A: Special Topics: Theory, Criticism, and Methodology

Cr. arr.

Prereq: Bachelor's degree in graphic design, or evidence of satisfactory equivalency in specialized area

Written approval of instructor and department chair on required form in advance of semester of enrollment.

ARTGR 590B: Special Topics: Two-Dimensional Design

Cr. arr.

Prereq: Bachelor's degree in graphic design, or evidence of satisfactory equivalency in specialized area

Written approval of instructor and department chair on required form in advance of semester of enrollment.

ARTGR 590C: Special Topics: Three-Dimensional Design

Cr. arr.

Prereq: Bachelor's degree in graphic design, or evidence of satisfactory equivalency in specialized area

Written approval of instructor and department chair on required form in advance of semester of enrollment.

ARTGR 591: Publication Design: Magazines

(Dual-listed with ARTGR 491). (0-6) Cr. 3.

Prereq: Graduate enrollment in College of Design

The philosophy, concepts and structures of magazine design.

ARTGR 592: Publication Design: Books

(Dual-listed with ARTGR 492). (0-6) Cr. 3.

Prereq: Graduate enrollment in College of Design

The philosophy, concepts and structures of book design.

ARTGR 593: Workshop

Cr. 1-3. Repeatable.

Prereq: Graduate classification; evidence of satisfactory experience in area of specialization

Intensive 2 to 4 week studio exploration. Topics vary each time offered.

ARTGR 595: Graphic Design in Europe

(Dual-listed with ARTGR 495). Cr. 3. SS.

Prereq: ARTGR 494, permission of instructor

International study abroad program in western Europe. Visits to design studios, art museums, and educational facilities.

ARTGR 599: Creative Component

Cr. arr. Repeatable.

Courses for graduate students:

ARTGR 611: Teaching in Higher Education and Design Practice

(3-0) Cr. 3.

Prereq: Graduate classification

Introduction to teaching methods, curriculum design, project development, and business strategies for Design Education and Professional Practice.

ARTGR 672: Graphic Design and Human Interaction

(0-6) Cr. 3. F.S.

Prereq: ARTGR 570, ARTGR 571, and graduate enrollment in College of Design or permission of instructor

The theory and investigation of experience design as it applies to human interactions in contemporary society and culture. Studio problems may involve such areas as: exhibition design, electronic interface design, wayfinding, package design, and publication design.

ARTGR 672A: Usability

(0-6) Cr. 3.

Prereq: ARTGR 570, ARTGR 571, and graduate enrollment in College of Design or permission of instructor

The exploration and design of interface/interaction with products, systems, and technologies.

ARTGR 672B: Design for Behavioral Change.

(0-6) Cr. 3.

Prereq: ARTGR 570, ARTGR 571, and graduate enrollment in College of Design or permission of instructor

The exploration and design of educational experiences and artifacts as they relate to the social, emotional, and behavioral aspects of society.

ARTGR 672C: Consumer Experience Design and Branding.

(0-6) Cr. 3.

Prereq: ARTGR 570, ARTGR 571, and graduate enrollment in College of Design or permission of instructor

The theory and investigation of experience design as it applies to human interactions in contemporary society and culture. Studio problems may involve such areas as: exhibition design, electronic interface design, wayfinding, package design, and publication design.

ARTGR 690: Advanced Topics

Cr. arr. Repeatable.

ARTGR 698: Current Issues in Graphic Design

Cr. 1-3. Repeatable, maximum of 9 credits.

Prereq: Graduate enrollment in College of Design or permission of instructor

Selected issues in contemporary graphic design. Topics and readings vary each time offered.

ARTGR 699: Research-Thesis

Cr. arr. Repeatable.