

GRAPHIC DESIGN AND COMMUNICATIONS (GDES)

GDES 103. Introduction to Electronic Imaging

Credits: 3

Corequisite: Concurrent registration in, or previous successful completion of GDES 103L is required.

Typically Offered: FALL

A solid foundation in the use of Adobe Photoshop techniques will be covered. Digital photography, scanning and digital manipulation will be covered. Other topics to be discussed are basic composition, photographic illustration, and the relationship of digital photography to the commercial industry.

GDES 103L. Introduction to Electronic Imaging Lab

Credits: 1

Typically Offered: FALL

Corequisite: Concurrent registration in, or previous successful completion of, GDES 103.

GDES 104. Basics of Studio Skills

Credits: 2

Corequisite: Concurrent registration in, or previous successful completion of, GDES 104L.

Typically Offered: ONDEMAND

Introduction to the use of basic tools and materials used by the commercial artist. Instruction focuses on studio safety, organization and procedures.

GDES 104L. Basics of Studio Skills Lab

Credits: 1

Typically Offered: ONDEMAND

Corequisite: Concurrent registration in, or previous successful completion of, GDES 104.

GDES 107. Design and Desktop Publishing

Credits: 3

Corequisite: Concurrent registration in, or previous successful completion of, GDES 107L.

Typically Offered: FALL

This course will introduce you to basic graphic design and fluency toward using Macintosh computers and desktop publishing software (Adobe InDesign). The focus of this class will be in using InDesign for commercial use and how it is integrated with other Adobe programs such as Photoshop and Illustrator. You will receive project-based instruction needed to build and design documents and other design assignments related to desktop publishing.

GDES 107L. Design and Desktop Publishing Lab

Credits: 1

Typically Offered: FALL

Corequisite: Concurrent registration in, or previous successful completion of, GDES 107.

GDES 111. Electronic Imaging II

Credits: 3

Prerequisites: GDES 103 and GDES 103L.

Corequisite: Concurrent registration in, or previous successful completion of, GDES 111L.

Typically Offered: SPRING

Emphasis is on digital camera use starting with the history of cameras and photography. Students will learn how photography is used in the field of graphic design. Photography as it relates to graphic design will be highlighted.

GDES 111L. Electronic Imaging II Lab

Credits: 1

Typically Offered: SPRING

Corequisite: Concurrent registration in, or previous successful completion of, GDES 111.

GDES 113. Design and Layout I

Credits: 3

Corequisites: Concurrent registration in, or previous successful completion of, GDES 113L, GDES 103, GDES 103L, GDES 107, GDES 107L, GDES 117, and GDES 117L.

Typically Offered: SPRING

An introduction to the principles and elements of design and layout as used in advertising, various publications and interactive media. A comprehensive look at the design theories used to successfully communicate in a competitive global market. Emphasis will be placed on working with clients and offering solutions to design problems.

GDES 113L. Design and Layout I Lab

Credits: 1

Typically Offered: SPRING

Corequisite: Concurrent registration in, or previous successful completion of, GDES 113.

GDES 115. Typography

Credits: 3

Prerequisite: Departmental approval.

Corequisite: Concurrent registration in, or previous successful completion of, GDES 115L.

Typically Offered: SPRING

An in-depth study of the art and technique of the printed word - an essential element of virtually all graphic design. An overview of the history of type and the ability to identify and create excellent typography are major outcomes of this course. Creative and technical typographic skills will be discussed and put into practice by means of in-class exercises and homework assignments.

GDES 115L. Typography Lab

Credits: 1

Typically Offered: SPRING

Corequisite: Concurrent registration in, or previous successful completion of, GDES 115.

GDES 117. Digital Illustration

Credits: 3

Corequisite: Concurrent registration in, or previous successful completion of, GDES 117L.

Typically Offered: FALL

An introduction to the fundamentals of traditional and computer-generated illustration. Includes a familiarity with illustration style, techniques and software. Development of basic layout and design skills while working on numerous projects on Macintosh computers meant to enhance and broaden a participants illustration and design skills. Software: Adobe Illustrator. (Additional programs introduced as necessary.) Basic computer skills, keyboarding and printing are vital aspects of the course.

GDES 117L. Digital Illustration Lab

Credits: 1

Typically Offered: FALL

Corequisite: Concurrent registration in, or previous successful completion of, GDES 117.

GDES 201. Current Imaging I

Credits: 3

Prerequisite: GDES 111 or departmental approval.

Corequisite: Registration in, or previous successful completion of, GDES 201L.

Typically Offered: SPRING

Exploration of how images are used in today's graphic design market. Emphasis is placed on digital imaging and how to use advanced techniques to produce professional-grade photo-illustrations.

GDES 201L. Current Imaging I Lab

Credits: 1

Typically Offered: SPRING

Corequisite: Concurrent registration in, or previous successful completion of, GDES 201.

GDES 202. Current Imaging II

Credits: 3

Prerequisite: GDES 111 or departmental approval.

Corequisite: Registration in, or previous successful completion of, GDES 202L.

Typically Offered: FALL

Emphasis placed on a commercial approach to photography. Review of photographic fundamentals and continued practice in digital photography. Introduction to equipment, soft goods and techniques that are used in a variety of professional applications. Practice in basic studio lighting techniques and advanced photography.

GDES 202L. Current Imaging II Lab

Credits: 1

Typically Offered: FALL

Corequisite: Concurrent registration in, or previous successful completion of, GDES 202.

GDES 203. Commercial Illustration

Credits: 3

Prerequisite: GDES 111.

Corequisite: Concurrent registration in, or previous successful completion of, GDES 203L.

Typically Offered: ONDEMAND

A study in advanced illustration through the application of sound chronological procedure. Developing the picture idea through research and reference. Additional emphasis placed on composition and color applications. Additional course work will include sketchbook assignments.

GDES 203L. Commercial Illustration Lab

Credits: 1

Typically Offered: ONDEMAND

Corequisite: Concurrent registration in, or previous successful completion of, GDES 203.

GDES 204. Print Production

Credits: 3

Corequisite: Concurrent registration in, or previous successful completion of, GDES 204L, GDES 209 and GDES 209L.

Typically Offered: SPRING

An in-depth primer on off-set printing for the graphic designer including the pitfalls and solutions for preparing electronic files for various printing methods. Students will learn about putting ink to paper in an electronic age. Some of the subjects to be covered: history of printing, life cycle of a print job, ink, paper, bindery, prepress, preflighting files, managing fonts, vector and raster images, file management, production tips for Adobe Illustrator, Photoshop, InDesign and Acrobat. An introduction to packaging design will also be part of this class. Various projects and assignments related to printing will be assigned. Tours of print shops and speakers may be part of this class.

GDES 204L. Print Production Lab

Credits: 1

Typically Offered: SPRING

Corequisite: Concurrent registration in, or previous successful completion of, GDES 204.

GDES 207. Introduction to Multimedia

Credits: 3

Prerequisite: Instructor approval.

Corequisite: Registration in, or previous successful completion of, GDES 207L.

Typically Offered: FALL

An introduction to the fundamentals of Web design and animation. Students will learn how to design and optimize images for the Web as well as create and publish functional websites. Students will develop a basic working knowledge of HTML, CSS, CMS and animation. Emphasis will be on extending the designer's personal brand to an online environment.

GDES 207L. Introduction to Multimedia Lab

Credits: 1

Typically Offered: FALL

Corequisite: Concurrent registration in, or previous successful completion of, GDES 207.

GDES 209. Design and Layout II

Credits: 3

Corequisite: Concurrent registration in, or previous successful completion of, GDES 209L, GDES 113 and GDES 113L.

Typically Offered: FALL

Review, demonstrate and build on design skills learned to date. More complex design principles will be explored. This course concentrates on the design and production of portfolio quality projects, specifically selected to demonstrate the capabilities and talents of the design student. Emphasis will be on designing brand experiences.

GDES 209L. Design and Layout II Lab

Credits: 1

Typically Offered: FALL

Corequisite: Concurrent registration in, or previous successful completion of, GDES 209.

GDES 213. Portfolio Presentation

Credits: 3

Prerequisite: Departmental approval.

Corequisite: Concurrent registration in, or previous successful completion of, GDES 213L.

Typically Offered: SPRING

Portfolio planning and preparation, including selection, organization and professional presentation. Resume development, interview techniques and job application procedures are emphasized to prepare students for the work force.

GDES 213L. Portfolio Presentation Lab

Credits: 1

Typically Offered: SPRING

Corequisite: Concurrent registration in, or previous successful completion of, GDES 213.