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Art and Design/Graphic Design (ARGD)

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ART AND DESIGN/GRAPHIC DESIGN

	Number and type of credits	4 hours studio.
	Course Description	Continuation of ARFM 500. Taken serially.
ARFM580	Title	Film as a Visual Art.
	Prerequisites	Departmental approval.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	An understanding of the development of the motion picture as an art form. Viewing, analysis, reading, and/or actual participation in the production of film images.
ARFM600	Title	Graduate Cinematography III.
	Prerequisites	ARFM 510.
	Special Fee	Special fee.
	Number and type of credits	4 hours studio.
	Course Description	Continuation of ARFM 510. Taken serially.
ARFM610	Title	Graduate Cinematography IV.
	Prerequisites	ARFM 600.
	Special Fee	Special fee.
	Number and type of credits	4 hours studio.
	Course Description	Continuation of ARFM 600. Taken serially. May be repeated for a maximum of nine credits.
ARGD110	Title	Graphic Technology for the Artist and Designer.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	A survey of the techniques used in the production of all printed materials; the use of materials and equipment commonly used by commercial printers,
ARGD110	Course Description	graphic designers, photographers, and printmakers. Previous course ARGD 220 effective through Spring 2011.
ARGD200	Title	Graphic Design, Beginning I.
	Prerequisites	ARFD 122.
	Special Fee	Special fee.
	Number and type of credits	6 hours studio.
	Course Description	Introduction to graphic design principles. This course is involved in taking

		basic design information and translating it into a graphic design context, with main emphasis on communicating original ideas in a creative manner. Projects deal with graphic design principles, i.e., visual communication of information, composition, color, type, illustration, materials and methods of graphic design. Introduction to critique and presentation, along with the principle of the designer/client relationship.
ARGD210	Title	Graphic Design, Beginning II.
	Prerequisites	ARGD 200. For Graphic Design (GRDN) majors only.
	Special Fee	Special fee.
	Number and type of credits	2 hours lecture, 3.75 hours studio.
	Course Description	Focuses on creative design development within various graphic design specializations: print (flat and folding); packaging; product & environmental graphics; and graphics for interactive media. Students explore typeface choice and proper use of typography, as well as professional methods of comping and presentation by hand and with industry standard software: this begins development of a student's graphic design portfolio.
ARGD211	Title	Fundamentals of Adobe Creative Suite - Mac.
	Special Fee	Special fee.
	Number and type of credits	2 hours lecture, 4 hours studio.
	Course Description	A project and exercise-based approach to learning the programs used by graphic designers on Macintosh computers, covering the fundamentals of the latest versions of the Adobe Creative Suite series: Adobe Illustrator CS, InDesign CS, and Adobe Photoshop CS. These programs are prerequisite for all those interested in working within the design and publishing industries. The use of scanners for importing both art and text will also be investigated. Instruction in the course is tutorial-based, with supplemental lectures and demonstrations.
ARGD221	Title	Typography I.
	Prerequisites	For Graphic Design (GRDN) majors only.
	Corequisites	ARGD 210.
	Special Fee	Special fee.
	Number and type of credits	4 hours studio.
	Course Description	Typography I is an introduction to the history and design of letterforms. Students become proficient in typeface design and typeface selection through

		handwriting exercises and through projects that explore the effects of compositional variables such as point size, letterspacing, linespacing, and kerning. The course provides the basis for professional typesetting through its focus on the meaningful arrangement of language.
ARGD280	Title	Design in Visual Culture.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	This course traces the development of visual communication from the first cave paintings to the present day. Presentations cover a wide range of visual communication, from printed forms - books, posters, packaging, and advertisements - to electronic media - television, computers, and the Internet. Emphasis is placed on how cultural and technological developments have affected our viewpoints of the relationship and use of images and typography. This course utilizes Blackboard for weekly quizzes and exams.
ARGD300	Title	Graphic Design, Intermediate.
	Prerequisites	ARGD 210, ARGD 211 and ARGD 221. For Graphic Design (GRDN) majors only.
	Special Fee	Special fee.
	Number and type of credits	4 hours studio.
	Course Description	Builds upon the skills and processes learned in previous graphic design courses with emphasis on concept development and typographic systems. Proper production using industry standard software is stressed. Students prepare a portfolio of their work for evaluation at the end of the semester. This portfolio must include evidence of research, conceptual development, preliminary comps, and final designs for each class project.
ARGD400	Title	Graphic Design, Advanced I.
	Prerequisites	ARGD 300. For Graphic Design (GRDN) majors only.
	Special Fee	Special fee.
	Number and type of credits	4 hours studio.
	Course Description	Class emphasis is on reinforcing the design process, along with learning the business of design, i.e., bidding, contracts, scheduling and client presentation. In-class work time is divided between studio and computer lab. Student will develop a portfolio of their work for final review.

ARGD410	Title Prerequisites Special Fee Number and type of credits Course Description	Interactive Multimedia Design. ARGD 210 or permission of instructor. For Graphic Design (GRDN) majors only. Special fee. 2 hours lecture, 2 hours lab. This course is an introductory experience in multimedia design on the Macintosh computer. It provides students with a conceptual background and the working knowledge necessary to produce a variety of interactive multimedia materials for the Web and presentation visuals. The focus of the course is on developing the skills, techniques, and creative components needed to create interactive and animated visuals, including the integration and editing of audio and video components. Current predominant software will provide the instructional course platform.
ARGD421	Title Prerequisites Special Fee Number and type of credits Course Description	Typography II. ARGD 300. For Graphic Design (GRDN) majors only. Special fee. 4 hours studio. Builds on the themes and procedures explored in Typography I. The course emphasizes craft, teamwork, and interdisciplinary problem solving methods as a means to solve complex typographic problems. Students formulate concepts and apply relevant typographic strategies by thinking intuitively and systematically. In addition to a sophisticated body of work in two- and three-dimensional formats, students also learn to use motion graphics software to product kinetic typography.
ARGD422	Title Prerequisites Special Fee Number and type of credits Course Description	Advanced Computer Graphics. ARFD 210 and 211. For Graphic Design (GRDN) majors only. Special fee. 2 hours lecture, 2 hours studio. Advanced problems in graphic design on the Macintosh computer. Emphasis will be placed on utilizing the Macintosh for solving design problems. Advanced page layout and graphic programs will be explored. Course is oriented toward the graphic designer.
ARGD423	Title Prerequisites Special Fee	Advertising Design. ARGD 300. For Graphic Design (GRDN) majors only. Special fee.

	Number and type of credits	4 hours studio.
	Course Description	The specific nature of advertising and its connection to graphic design. What is involved in creating an advertising campaign. How designers work with
ARGD423	Course Description	advertisers and copywriters. A brief history of advertising and advertising agencies.
ARGD424	Title	Publication Design.
	Prerequisites	ARGD 300. For Graphic Design (GRDN) majors only.
	Special Fee	Special fee.
	Number and type of credits	4 hours studio.
	Course Description	How to effectively design a publication so that it easily communicates the client's needs. Combining type, photography and illustration in a page layout. Variations and limitations encountered in designing a publication. Design systems used in creating publications.
ARGD425	Title	Web Page Design.
	Prerequisites	ARGD 210 or permission of instructor. For Graphic Design (GRDN) majors only.
	Special Fee	Special fee.
	Number and type of credits	2 hours lecture, 2 hours studio.
	Course Description	Web page design introduces students to the fundamentals of creating and managing Web sites. Specific attention focuses on learning what makes a good Web page, how to develop a plan for a Web site, and the problem solving techniques used in creating a workable Web site based on a defined audience.
ARGD434	Title	Package Design.
	Prerequisites	ARGD 300. For Graphic Design (GRDN) majors only.
	Special Fee	Special fee.
	Number and type of credits	4 hours studio.
	Course Description	A survey of the state of the art in packaging. Course projects will be based on the consumer product industry. Graphic problems for three-dimensional objects and display. Package design comprehensive techniques for art director and client presentation. Grasping product essence and interpreting client needs and the demands of the marketplace.
ARGD435	Title	Graphic Design Co-Op Work Exp.
	Prerequisites	ARGD 210 and departmental approval.

	Course Description	An internship at a graphic design studio, advertising agency, or related business at which the student will have the opportunity to work with professionals in the field of graphic design. May be repeated once for a total of 8.0 credits.
ARGD460	Title	Graphic Design, Advanced II.
	Prerequisites	ARGD 400. For Graphic Design (GRDN) majors only.
	Special Fee	Special fee.
	Number and type of credits	4 hours studio.
	Course Description	The final course in the sequence of graphic design courses, Graphic Design, Advanced II focuses on the development of a student's final portfolio of graphic design projects, along with the development of resume and cover letters. Students refine projects from previous courses, as well as adding new projects to focus their portfolio for their chosen specialization in graphic design. Students present their portfolios to faculty and invited designers at mid-term and at the end of the semester for critical review.
ARGD500	Title	Graduate Graphic Design I.
	Prerequisites	Departmental approval.
	Special Fee	Special fee.
	Number and type of credits	4 hours studio.
	Course Description	Techniques and principles of design of printed matter and displays, elements of layout, illustration, typography, printing process, and preparation of copy for the printer.
ARGD510	Title	Graduate Graphic Design II.
	Prerequisites	ARGD 500 or instructor's permission.
	Special Fee	Special fee.
	Number and type of credits	4 hours studio.
ARGD510	Course Description	Continuation of ARGD 500. Taken serially.
ARGD521	Title	Graduate Typography I.
	Prerequisites	Departmental approval.
	Special Fee	Special fee.
	Number and type of credits	4 hours studio.
	Course Description	Styles and techniques of lettering applied in such forms as manuscripts,

		signs, posters, display and advertising layout. Brief introduction to typography.
ARGD531	Title	Graduate Typography II.
	Prerequisites	ARGD 521.
	Special Fee	Special fee.
	Number and type of credits	4 hours studio.
	Course Description	Continuation of ARGD 521. Taken serially.
ARGS206	Title	Introduction to Manufacturing and Materials Processing.
	Number and type of credits	2 hours lecture, 2 hours lab.
	Course Description	A comprehensive introduction to various methods for producing metallic, polymeric, and ceramic materials. The content is organized around the major families of processes: casting and molding, forming, separating, conditioning, assembling, and finishing. Cross listed with Curriculum and Teaching, INDS 206.
ARGS260	Title	Visual Arts Workshop.
	Special Fee	Special fee.
	Course Description	Selected studio topics which represent current concerns within the contemporary world of the visual arts. May be repeated for a maximum of 24.0 credits as long as the topic is different.
ARGS261	Title	Multi-Media, Beginning.
	Special Fee	Special fee.
	Number and type of credits	2 hours lecture, 2 hours studio.
	Course Description	Group work to create a multi-media environment and to perform a multi-media mix creation of the theatrical, architectural, sculptural and technological props and the program for the mix; the psychology of a total art experience.
ARGS280	Title	Art Forum.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	A series of lectures/presentations by artists, critics, museum directors, art historians; and visits to museums and galleries. Introduces students to the creative process, philosophies of art, and the role of art in life. May be repeated for a maximum of nine credits.
ARGS350	Title	Independent Study.
	Prerequisites	A 300 level studio course and departmental approval.