GRAPHIC DESIGN (GD)

GD 0201 Graphic Design I: Making Meaning   **3 Credits**
Prerequisite: Completion of four preparatory classes in the Graphic Design minor.
In today's world, we are literally surrounded by graphic design, from billboards to soda cans, from Facebook pages to political ads. The graphic designer develops engaging material that communicates a pointed message and persuades an audience. This class focuses on the basic ingredients of graphic design: typography, image, and color. We further explore the combination of these elements into compositions, utilizing proximity, alignment, contrast and repetition. We engage in the complexity of the creative process, developing a strong designer's process, working both by hand and on the computer. Being critical of design is an essential element of designing. Therefore, we will analyze designs for their efficacy, as we lay the foundation for further study in graphic design. In addition to personal sketchbooks, we will use Adobe Photoshop, Illustrator, InDesign, and AfterEffects software.

GD 0202 Graphic Design II: Clients and Collaboration   **3 Credits**
Prerequisite: GD 0201.
This course will address the relationship between the graphic designer and the client. What can a designer do when the client specifies a "cleaner" logo? How can a designer respond when a client says, "I don't know what I want, but it's not that"? We will practice essential research and analysis skills, as well as the questions that designers can ask clients, to help both parties understand the goals of any given design. We will also examine the variety of delivery systems for graphic design, from printed to electronic media, and how they affect both layout and file formats. We will continue to develop expressive skills using text, image and layout. We will also continue to engage in the complexity of the creative process, developing a strong designer's process, working both by hand and on the computer. We will also continue to develop our design sense by critically analyzing designs.