

# GRAPHIC DESIGN (GRDN)

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**GRDN-COMP Senior Comprehensive Exam**  
(NULL credits) (Both Fall & Spring Semesters)  
Senior Comprehensive Exam

**GRDN-1100 Design Essentials**  
(3 credits) (Both Fall & Spring Semesters)

Graphic Design Essentials is a broad examination of 2D design language, process, and context by facilitating both a hands-on and computer-based approach. It situates 2D design elements and principles as the classical foundation and is an integral part of the fabric of Graphic Design. The course provides students with the following: (1) An introductory overview of graphic design language - providing an open platform to discuss and apply core visual principles and concepts encompassed within 2D Design; (2) an introduction to graphic design-based problem-solving techniques, including observation, problem definition, ideation, solution selection, prototyping, and evaluation; and (3) an investigation into 2D design's overarching historical and contemporary contextual issues and opportunities within graphic design.

**GRDN-1770 Special Topic**  
(3 credits) (Discretion of Department)  
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**GRDN-1980 Special Topic**  
(3 credits) (Discretion of Department)  
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**GRDN-2100 Graphic Design I**  
(3 credits) (Discretion of Department)  
(formerly ART-2300) This course introduces students to principles and theory of aesthetics as applied to design in print and digital formats working with text, images, layouts and branding. As Photoshop (TM) and Illustrator (TM) are fundamental core programs within Adobe Creative Suite (TM), students gain a foundational understanding of these programs through assignments that introduce the workspaces in both programs

**Prerequisite(s):** ART-1010 or GRDN-1100.

**GRDN-2120 Typography**  
(3 credits) (Both Fall & Spring Semesters)  
(formerly ART-3310) Typography impacts the aesthetic quality and impact of design. Students are introduced to the history and structure of letterforms and the importance of typographic rules through assignments that feature the origin of type, type classification, type designers and influencers. Projects include historical posters, type anatomy, type as image and type in motion. Through these exercises, students become aware of the importance of typographic forms: font pairing, type hierarchy, alignment, leading, kerning, and tracking, and choosing appropriate fonts and styling to make compositions effective, legible and professional.

**GRDN-3000 Brand Design**  
(3 credits) (Fall Semester)

This course offers design challenges encountered in the real-world using projects where students apply skills acquired in foundation design courses. Target markets and brand development is integrated with logo design, for retail, direct mail, print advertising and consumer packaging assignments. Students learn the importance alignment, cropping, color modes and print resolution. File management and attention to detail become paramount for meeting project requirements and deadlines. Students learn how to prepare files for printing, how to work with bleeds and printer's marks.

**Prerequisite(s):** GRDN-2100, GRDN-2120.

**GRDN-3100 Publication Design**  
(3 credits) (Spring Semester)

(Formerly ART-3302) Students learn the basics of publication design in this course, working with multiple page layouts. The course includes a book jacket design, a perfect bound illustrated children's book, and a saddle-stitched 24-page magazine. Students research, write, edit, layout, choose typography, images and color scheme, illustrate, proof, edit, and prepare the documents for printing.

**Prerequisite(s):** GRDN-3000.

**GRDN-3210 Digital Illustration**  
(3 credits) (Discretion of Department)

This course examines the use of the computer as a medium and as an additional tool for illustrators. Through projects, discussions, and lectures, a variety of digital techniques and working methods will be explored, as well as a review of the historical development and current directions of digital illustration. Other topics will include file management, preparation of art for clients, saving and organizing digital files, preparing images for web use, and printing for exhibit. Assignments will have an emphasis on concept, creativity, communication, technical achievement, and presentation.

**GRDN-3220 Applied Digital Design**  
(3 credits) (Discretion of Department)

This course offers students applied experience in digital media applications in the field of interaction and social media design. Students are introduced to basic coding for editing web-based applications. Each student will design a digital ad campaign series of work tailored to various social media platforms. The ad campaign will include carousel, story, and video ads. User experience design will be explored. Students will do a UI/UX project that includes designing wireframes and the development of a prototype.

**Prerequisite(s):** GRDN-3000.

**GRDN-3230 Packaging Design**  
(3 credits) (Fall Semester)

This is a project-driven course where students gain a deeper experience in branded packaging graphics. Students create a product line, logo, and brand identity taking into consideration line extensions, labeling, and retail packaging. Attention to form, structure, materials, colors, imagery, typography, and construction material need to be considered from the graphics on the can, bottle, or package to the container it is displayed or shipped in. Students design appropriate labeling for each product, work with dielines, and learn how to prepare artwork for printing. Designs are printed on cardboard, then cut out, scored, folded, and assembled into physical prototypes. Students also will explore digital prototypes.

**Prerequisite(s):** GRDN-2120, GRDN-3000.

**GRDN-3240 Motion Graphics****(3 credits) (Discretion of Department)**

This course introduces motion as applied to graphic design. Using Adobe AfterEffects (TM) and other animation software, students learn principles of motion through practical lab exercises that teach techniques to develop motion graphics for logos, graphics and charts, parenting, chyrons, and more. Students gain experience animating text, images, integrating voice overs, sound effects, and music into compositions and render them into movies for digital and online delivery. Students develop storyboards, assets, record, and edit sound to create an original final animation. Prior experience using Adobe Photoshop (TM) and Illustrator (TM) is required. Other software introduced in this course includes Adobe Media Encoder and Audacity-a sound recording and editing program.

**Prerequisite(s):** GRDN-2120, GRDN-3000.**GRDN-3250 Print Production****(3 credits) (Spring Semester)**

This course teaches students how to effectively translate digital designs into tangible printed pieces. It provides a comprehensive overview of the processes involved in creating physical printed materials from digital designs, including selecting appropriate paper types, understanding color management, paper terminology, preparing files for print, navigating different printing methods (like offset and digital), and managing the post-press finishing steps to produce high-quality printed products, all while considering factors like budget and project specifications.

**Prerequisite(s):** GRDN-3100.**GRDN-3770 Pilot Course Graphic Design****(3 credits) (Discretion of Department)**

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**GRDN-3900 Design Thinking & Practice****(2 credits) (Spring Semester)**

(Formerly ART-4310) Design thinking is a formal process of problem-solving methods that produce meaningful innovations. In this course students use formal design thinking methods to develop a viable topic and work plan for their individual senior project and exhibition that will showcase a comprehensive body of graphic design work. Structured design thinking methods are introduced as ways to ideate, brainstorm, and breakthrough creative blocks. Additionally, this course covers topics such as freelancing, legal forms for designers, writing estimates, invoices, job search preparation and portfolio prep. Graphic Design Majors must take this class in the spring quarter before the catalog year of graduation. Students desiring to study abroad must do so prior their Junior year.

**GRDN-3980 Special Topic****(3 credits) (Discretion of Department)**

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**GRDN-4100 Design Standards & Strategies****(3 credits) (Discretion of Department)**

This course provides information on pricing strategies, project and workflow management, and essential forms vital to the practice of graphic design. This course also outlines the legal rights of Graphic Designers, focusing on copyright, intellectual property rights, fair use practices, trademark, and licensing. It helps creators understand the value of their work and how to protect themselves and their work as it applies to the industry.

**GRDN-4400 Design for Social Good****(3 credits) (Fall Semester)**

[formerly ART-4311] This upper-division, majors-only course explores branding, service, and interaction design opportunities that respond to real-life audiences, systems, and contexts. It introduces business and design thinking strategies associated with brand development and the idea that design plays a vital role in our local, national, and global society and well-being. Project development will be centered around the application of design principles and their relationship to visual language as a means to promote social good. These theories will be put into practice through a service-learning framework in a real-world setting. Must be a Graphic Design major with senior standing. (PC)

**GRDN-4500 Design Practicum****(2 credits) (Both Fall & Spring Semesters)**

In this course, senior graphic design majors execute a comprehensive design project conceived during the Design Thinking & Practice course. Students take their concept through the design process and produce three deliverables: 1) a formal public presentation of their design process; 2) an exhibition of work showcasing the solution comprised of items such as: prototypes, mockups, posters, print, and/or infographics; and 3) a bound monograph documenting the entire project from ideation thru process and production. Students also work in teams to create a unified marketing campaign for the class that promotes their presentations, exhibition, and reception.

**Prerequisite(s):** GRDN-3900.**GRDN-4790 Graphic Design Internship****(3 credits) (Discretion of Department)**

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