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**Graphic & Web Design - Graphic Design Concentration**

**BACHELOR OF FINE ARTS – 180 CREDITS**

### PROGRAM FOCUS

#### QUARTERS 1-3

- **FND105** Design Fundamentals
- **FND110** Observational Drawing
- **FND135** Image Manipulation
- **FND150** Digital Color Theory
- **GWDB101** Applications & Industry
- **GWDB102** Rapid Visualization
- **GWDB103** Digital Illustration
- **GWDB112** Typography—Traditional
- **GWDB133** Fundamentals of Web Design

#### QUARTERS 4-6

- **GWDB105** Concept Design
- **GWDB111** Introduction to Layout Design
- **GWDB122** Typography—Hierarchy
- **GWDB202** Interface Design
- **GWDB212** Typography—Expressive & Experimental
- **GWDB213** Timeline Animation & Interaction
- **GWDB222** Intermediate Layout Design
- **GWDB252** Advanced Layout Design
- **GWDB273** Intermediate Web Design

#### QUARTERS 7-9

- **GWDB262** Package Design
- **GWDB272** Corporate Identity
- **GWDB302** Information Design
- **GWDB303** Interactive Motion Graphics
- **GWDB305** Art Direction
- **GWDB308** Business of Graphic Design
- **GWDB312** Publication Design
- **GWDB406** Internship or Major Elective IV
- **GWDB409** Graphic Design Capstone
- **GWDB419** Portfolio II
- **GWDB424** Capstone Research
- **GWDB429** Graphic Design Capstone

#### QUARTERS 10-12

- **GWDB809** Portfolio I
- **GWDB8406** Internship or Major Elective IV
- **GWDB8409** Graphic Design Capstone
- **GWDB8419** Portfolio II
- **GWDB8424** Capstone Research
- **GWDB8429** Graphic Design Capstone

### GENERAL EDUCATION

#### EN101
English I

#### EN102
English II

#### MT112
College Geometry

#### OR

- **MT113** Ideas in Mathematics
- **MT115** Applied Mathematics

#### COM105
Public Speaking

#### GWDB207
Design History

#### HU305
Critical Thinking

#### HA222
Art History II: The Art of the Medieval & Renaissance

#### HA223
Art History III: The Art of the Modern World

#### PS101
Introduction to Psychology

#### General Education Elective

- **HA205** History of Contemporary Art: 1945 to Present

**START DATE ________________**

**LENGTH OF QUARTER ________________**

**BREAKS BETWEEN QUARTERS ________________**

**APPROX. HOURS IN CLASS PER WEEK ________________**

**APPROX. HOURS OUTSIDE OF CLASS—HOMEWORK ________________**

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**Graphic & Web Design - Graphic Design Concentration (BFA)**

### COURSE DESCRIPTIONS

**FDN105 DESIGN FUNDAMENTALS**

This course explores the principles of design, and introduces and develops the creative process. Students are introduced to the design process and employed to establish a basis for aesthetic, technical, and critical analysis. Design is defined as a tool of communication.

Credit: 4

**FDN150 OBSERVATIONAL DRAWING**

This course involves the observation and translation of three-dimensional forms into two-dimensional drawings. Starting with simple shapes and progressing to more complex organic forms, students build skill levels in composition and tone, value, form, perception of form, use of line, light, and shadow.

Credit: 4

**FND115 IMAGE MANIPULATION**

In the introduction to raster-based digital image manipulation, students become acquainted with basic image editing tools and techniques. Students experiment with digital image acquisition, image editing manipulation, color management basics, layering, retouching, scanning and output.

Credit: 4

**FND125 DIGITAL COLOR THEORY**

This course examines the principles of color as an exploration of color theory as it relates to media.

Credit: 4

**GWDB102 OBSERVATIONAL DRAWING**

This course concentrates on utilizing design principles and theories in problem solving, focusing on the process of design development from thumbnails to comprehensive layout, and the development of technical skills in design and presentation.

Credit: 4

**GWDB111 INTRODUCTION TO LAYOUT DESIGN**

This course introduces the philosophy behind page and web page design, emphasizing conceptual, design, and production aspects of page and web page layout. Students participate in the creation of a portfolio project. This course provides an opportunity for students to develop their design, aesthetic sensitivity and critical analysis. Design is presented as a tool of communication.

Credit: 4

**GWDB122 TYPOGRAPHY — TRADITIONAL**

This course examines the conceptual, graphic, and production aspects of typography, with emphasis on its role in the development of visual communication principles.

Credit: 4

**GWDB123 TYPOGRAPHY — HIERARCHY**

This course is a continuation of the study of traditional typography. Exercises and projects focus on the hierarchical qualities of typography. The development of readable, legible, and aesthetically acceptable material is emphasized.

Credit: 4

**GWDB124 FUNDAMENTALS OF WEB DESIGN**

An introduction to the terms, technologies, trends, and best practices of the interactive design discipline. Students create a personal website with a single page site using HTML and CSS. This course introduces students to the creation of basic web pages using HTML and CSS, and the use of the Web Designer with HTML.

Credit: 4

**GWDB125 INTERMEDIATE LAYOUT DESIGN**

This advanced layout course enhances and develops skills in layout design, and requires the creativity and initiative of the student in the development of professional quality projects.

Credit: 4

**GWDB126 ADVANCED LAYOUT DESIGN**

This course is designed for students who have previously taken Drawing I and II and have completed a year of advanced studio art credit. It is a continuation of their study of design principles and practices. Students are introduced to advanced design concepts and the design process.

Credit: 4

**GWDB132 CORPORATE IDENTITY**

This course examines the importance of graphic symbols in design. Logos and other symbolic images are examined in historic and contemporary contexts. Graphic elements including typography, simplified imagery, and color are examined in the construction of a corporate design program.

Credit: 4

**GWDB133 WEB DESIGN**

The course is designed to introduce students to the design of web pages. As a continuation of the study of web page design, the course explores the development of visual communication in a digital environment.

Credit: 4

**GWDB207 DESIGN HISTORY**

This course introduces students to the history of graphic design as it relates to the visual arts. It emphasizes the role of the graphic designer in society and explores the role of the designer in the development of aesthetic taste.

Credit: 4

**GWDB212 ART DIRECTION**

This course introduces students to the role of the art director in the design process. Students are introduced to the roles and responsibilities of the art director and the graphic designer.

Credit: 4

**GWDB222 TYPOGRAPHY — EXPRESSION & EXPERIMENTAL**

This course examines typographic structure for visual communication.

Credit: 4

**GWDB223 INFORMATION DESIGN**

This course explores the role of the graphic designer in the development of interactive interfaces and experiences. Students work in the context of a real-world design project, as they design and implement an interactive application.

Credit: 4

**GWDB224 ADVANCED LAYOUT DESIGN**

This course continues the advanced study of digital design and composition. Students are expected to design a comprehensive body of print and electronic work that demonstrates their knowledge of the fundamental principles of composition and design. This course can be repeated for credit.

Credit: 4

**GWDB225 INTEGRATIVE MOTION GRAPHICS**

This course introduces students to the design and development of graphic images, color, texture and typography relative to the subject of the publication.

Credit: 4

**GWDB232 PACKAGE DESIGN**

This course explores the design processes and techniques involved in the creation of a package design project.

Credit: 4

**GWDB233 CAPSTONE RESEARCH**

Students are given the opportunity to develop their skills in graphic design while focusing on the process of design development from thumbnails to comprehensive layout, and the development of technical skills in design and presentation.

Credit: 4

**GWDB234 GRAPHIC DESIGN CAPSTONE**

This course is designed to give students an opportunity to observe the activities that will lead to successfully meeting the learning outcomes.
## Graphic & Web Design - Web Design Concentration

**BACHELOR OF FINE ARTS – 180 CREDITS**

### PROGRAM FOCUS

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### PROGRAM DESCRIPTION

**Graphic & Web Design - Web Design Concentration**

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Required program electives

- GWDB333
- GWDB334
- GWDB335
- INTERNSHIP
- ADVANCED WEB DESIGN
- SENIOR PROJECT PRODUCTION
- PORTFOLIO II
- EXPERIENCE DESIGN
- EXPERIMENTAL MOTION GRAPHICS
- TIMELINE ANIMATION & INTERACTION
- INTEGRATED WEB DESIGN
- RESOURCE MANAGEMENT