

GRAPHIC DESIGN TECHNOLOGY (GDT)

GDT 100 Typography I (4 Credits)

45 lecture, 45 clinical/other, 4 total contact hours

This is an introduction to the evolution/principles of typography concentrating on typographic form and classification, type as form/image, display type, text type, typographic relationships, readability/legibility, grid systems, fundamental design principles and page layout. Assignments investigate typography as an element of design whose form and purpose is to achieve successful, informative and expressive visual communication. Students must be proficient with desktop/personal computers. Level I Prerequisite: Academic Reading and Writing Levels of 6; GDT 104 minimum grade "C"

GDT 101 History of Graphic Design (3 Credits)

45 lecture, 3 total contact hours

In this course, students will discover the history and evolution of graphic design from prehistoric mark-making to the vibrant visual landscape we see around us today. The subject is viewed in the context of relevant social, technological, economic, and cultural events such as the origins of the alphabet, the invention of printing, and the birth of desktop publishing. Although the course focuses on graphic design and visual communication systems, it stresses connections to related disciplines such as architecture, industrial design, photography, and the traditional fine arts. Level I Prerequisite: Academic Reading and Writing Levels of 6

GDT 104 Introduction to Graphic Design (4 Credits)

45 lecture, 45 clinical/other, 4 total contact hours

In this course, students will be introduced to graphic design principles, methods and techniques used to incorporate type and image in to visual communication. Students complete practical design projects that examine the interaction of medium and message using industry-standard page layout, illustration and image editing software. Level I Prerequisite: Academic Reading and Writing Levels of 6

GDT 106 Illustrator Graphics (3 Credits)

30 lecture, 30 clinical/other, 3 total contact hours

This course covers the fundamental tools and techniques for the vector drawing software Adobe Illustrator. Lectures, demonstrations, exercises, and publication projects prepare students for basic software proficiency in the current version of the software. Students enrolling in this course should be proficient in the use of desktop/personal computers. Students enrolling in GDT computer-based courses should be proficient in basic desktop computer operations. This course contains material previously taught in GDT 139. Level I Prerequisite: Academic Reading and Writing Levels of 6

GDT 108 Photoshop Graphics (3 Credits)

30 lecture, 30 clinical/other, 3 total contact hours

In this course, students are introduced to the primary features and uses of Adobe Photoshop image-editing software. Lectures, demonstrations, exercises and imaging projects equip students in basic software tools and techniques for image correction, enhancement, compositing, and new image creation for both print and on-screen use. Students enrolling in GDT computer-based courses should be proficient in basic desktop computer operations. Level I Prerequisite: Academic Reading and Writing Levels of 6; Academic Math Level 2

GDT 112 Principles and Problem-Solving in Graphic Design (4 Credits)

45 lecture, 45 clinical/other, 4 total contact hours

In this course, students explore intermediate graphic design principles and visual communication theories. Students produce visual compositions addressing matters of identity, aesthetics, symbols, ideation and exploration with emphasis on creative expression and inventiveness. Level I Prerequisite: Academic Reading and Writing Levels of 6; GDT 104 minimum grade "C"

GDT 174 GDT Co-op Education I (1-3 Credits)

120 to 360 clinical/other, 1 to 3 total contact hours

Students are placed in approved industrial work experience to gain skills and knowledge offered by the employer. Together with the instructor and employer, students set up work assignments and learning objectives to connect classroom learning with career-related work experience. Level I Prerequisite: Academic Reading and Writing Levels of 6; consent required

GDT 215 Typography II (4 Credits)

60 lecture, 30 clinical/other, 4 total contact hours

In this course, students will build on their basic knowledge of how to effectively communicate messages and solve problems with typography. Advanced projects will cover concepts including complex hierarchy in branding, editorial design, and screen-based interfaces. Students will design their own letterforms, use experimental typographic techniques, and integrate type with other design elements. Level I Prerequisite: Academic Reading and Writing Levels of 6; GDT 100 and GDT 104, minimum grades of "C"

GDT 220 Publication Design (4 Credits)

45 lecture, 45 clinical/other, 4 total contact hours

In this course, students will create multiple-page publications expanding on an understanding of design principles, grid structures and typographic systems. Topics such as text and image organization, visual interest and target audience research will be covered. Students will develop the skills to produce a variety of screen and print work developing a professional portfolio. Level I Prerequisite: Academic Reading and Writing Levels of 6; GDT 100 and GDT 112, minimum grade "C"

GDT 239 Imaging and Illustration (4 Credits)

45 lecture, 45 clinical/other, 4 total contact hours

In this course, the student develops skills with advanced digital tools, methodologies and concepts for communicating visual solutions with real world relevance. A variety of projects may include information graphics, rendering, editorial and interpretive illustration, spot illustration and promotional illustration. Level I Prerequisite: Academic Reading and Writing Levels of 6; GDT 104 minimum grade "C+" and GDT 112

GDT 252 Advanced Digital Studio (4 Credits)

45 lecture, 45 clinical/other, 4 total contact hours

In this course, students will combine typography, color, images, layout, and strong, researched-based concepts to build cohesive design systems. Using the Adobe Creative Suite, the real-world, client-based projects will encourage students to explore and develop a design theme through a series that may include writing a design proposal, brand identity development, package design, and publication design for both screen and print. Level I Prerequisite: Academic Reading and Writing Levels of 6; GDT 220 minimum grade "C"

GDT 274 GDT Co-op Education II (1-3 Credits)

120 to 360 clinical/other, 1 to 3 total contact hours

In this course, students gain further skills from continued experience in an approved, compensated, industry-related position. Together with the instructor and employer, students set up work assignments and learning objectives to connect classroom learning with career-related work experience. Level I Prerequisite: Academic Reading and Writing Levels of 6; consent required

GDT 290 Professional Practices (4 Credits)

45 lecture, 45 clinical/other, 4 total contact hours

This class prepares students for employment in graphic design. Topics covered include graphic design career options/specialties, job-hunting skills/techniques, freelancing, resume preparation, portfolio and self-promotion material preparation. At the end of the course, graphic design professionals review student portfolios. This course should be taken during the final semester prior to graduation. Level I Prerequisite: Academic Reading and Writing Levels of 6; 48 credits in Graphic Design program; consent required