

GRAPHIC ARTS (GRA)

GRA 2103 - The Art of Design I (3 Credits)

Introductory survey of methods and concepts in graphic design, typography, visual communication and design history. Development of a creative personal aesthetic will be emphasized.

Prerequisite(s): ART 1300 and ART 1201

GRA 2190 - Graphic Design I (3 Credits)

Fundamentals of graphic design as a conceptual, intellectual and problem solving discipline. The course will cover an introduction to typography, visual communication, layout and print based methodologies.

Attribute(s): ARTM - Art Major

GRA 2206 - Typography I (3 Credits)

Introduction to the language, principles and methodologies of typography. The course will explore typographic forms and applications of Typography for screen and print-based mediums.

GRA 3104 - The Art of Design II (3 Credits)

Advanced topics in graphic design, typography, visual communication and design history within the framework of an integrated art and design curriculum. Development of a portfolio of works demonstrating personal aesthetic, technical skill and professional competency.

Prerequisite(s): GRA 2103 and ART 1301 and ART 1203

GRA 3119 - Packaging Design (3 Credits)

An introduction of the basic procedures involved in preparing packaging design. Examine the communication techniques and theories relevant to package design, point-of-purchase displays and sales promotional items.

Prerequisite(s): DIG 2132 (may be taken concurrently) or GRA 2190 (may be taken concurrently) or ART 2600 (may be taken concurrently)

GRA 3193 - Graphic Design II (3 Credits)

This course offers an advanced range of industry-focused projects that build upon visual communication skills. The course implements print-based design issues, refining concept development, print production methods and problem solving at a more advanced level.

Prerequisite(s): GRA 2190 or GRA 2190C

Attribute(s): ARTM - Art Major, ARTU - Art Upper Division

GRA 3219 - Typography II (3 Credits)

The course will explore advanced typographic techniques, forms and applications. Typography will be examined as a discipline for both screen and print-based applications with a focus on creative outcomes.

Prerequisite(s): GRA 2206

GRA 3512 - Visual Branding and Identity (3 Credits)

Students will conduct an in-depth systematic study of the creation of a corporate identity. Problem solving, information gathering, system development and application standards are discussed. Students will focus on color, logotypes, symbols, and branding.

Prerequisite(s): ART 2600 (may be taken concurrently) or DIG 2132 (may be taken concurrently) or GRA 2190 (may be taken concurrently)