

# Graphic Design (GDES)

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## Courses

### **GDES 53003. Design Pedagogy and Leadership. 3 Hours.**

Explores the history and application of pedagogy related to careers in academia and professional practice. Focuses on methodologies for teaching, assessment, and curriculum writing. (Typically offered: Fall and Spring)

### **GDES 53103. Interactive Language. 3 Hours.**

Advanced course utilizing interactive languages to create responsive experiences for the web, touch screens. Exploration of the intersection of linear and non-linear design experiences in the application of motion to web. Graduate degree credit will not be given for both GDES 43103 and GDES 53103. (Typically offered: Spring)

### **GDES 53203. Technology in Context. 3 Hours.**

Advanced course focusing on speculative explorations in the world of interaction design. Much of the work will be touch and gesture based and dealing with the built environment. Application of knowledge about proper workflow and execution in an advanced way. Graduate degree credit will not be given for both GDES 43203 and GDES 53203. Prerequisite: GDES 43003 and GDES 43103 or GDES 53103. (Typically offered: Fall)

### **GDES 53303. Design Research Methods. 3 Hours.**

Examines research methods from other disciplines to apply those methods to contemporary design practice, focusing on the means of collecting information throughout the creative process, and incorporating the roles of visual research, including imaging, modeling, prototyping, and diagramming. (Typically offered: Fall and Spring)

### **GDES 53403. Identity Systems. 3 Hours.**

Advanced identity design course emphasizing creating cohesive messaging systems that cover a wide range of media. Creation of identity systems that are based on research and appropriate to content, context and audience. Media may span environmental, motion, print, web and packaging. Graduate degree credit will not be given for both GDES 43403 and GDES 53403. Prerequisite: GDES 43003 and (GDES 43103 or GDES 53103). (Typically offered: Fall)

### **GDES 53503. Human-Centered Design. 3 Hours.**

Research-based studio introducing design methods that focus on an audience centric process. Exposure to communication theory, modes of persuasion, sustainability, how to design for niche audiences. Graduate degree credit will not be given for both GDES 43503 and GDES 53503. Prerequisite: GDES 43003 and GDES 43103. (Typically offered: Fall)

### **GDES 53603. Design Co-op. 3 Hours.**

Collaboration with an organization, or design firm, providing opportunity to address problems existing outside of the classroom with the focus shifting between design for good initiatives. Collaboration, research, problem seeking and solving will be addressed. Graduate degree credit will not be given for both GDES 43603 and GDES 53603. Prerequisite: GDES 53203, GDES 53403, and GDES 53503. (Typically offered: Fall and Spring)

### **GDES 53703. Typographic Systems III. 3 Hours.**

Culminating typography course, exploration of typography at an advanced level through a variety of projects. Projects may range from type design to type in motion to complex publication design. Exhibition of the utmost professional ideation, process, execution and craft expected. Graduate degree credit will not be given for both GDES 43703 and GDES 53703. Prerequisite: GDES 53203, GDES 53403, and GDES 53503. (Typically offered: Spring)

### **GDES 53803. Design Writing and Dissemination. 3 Hours.**

Explores diverse modes of writing in design, including reviews and the peer-review process, journal articles and abstracts, books, popular culture, grant and funding applications, thesis writing, and other mediums. (Typically offered: Fall and Spring)

### **GDES 53903. Design Theory: Past, Present, and the Future. 3 Hours.**

Explores design theory that is both discipline-specific and interdisciplinary. Examines the application of theory and frameworks within the context of design, including the history of design theory as well as contemporary and future practices. (Typically offered: Fall and Spring)

### **GDES 5940V. Graphic Design Internship. 1-6 Hour.**

Credit for practical experience gained through internship in graphic design. Report required from intern and field supervisor on progress and significant accomplishments. 3 credit hours per semester. Graduate degree credit will not be given for both GDES 4940V and GDES 5940V. Prerequisite: Any 4000 level GDES visual design course except GDES 43403. (Typically offered: Fall, Spring and Summer) May be repeated for up to 6 hours of degree credit.

### **GDES 63006. Design and Communities. 6 Hours.**

Community-based design research focusing primarily on people and users, covering topics related to "wicked problems" and complexity in design that require a system-level approach. (Typically offered: Fall and Spring)

### **GDES 63106. Design and Technology. 6 Hours.**

Explores emerging technologies through the lens of what is plausible, possible, and preferable in the future of design. Examines topics related to data, policy, and the future of making while also considering interdisciplinary approaches and potential design outcomes. (Typically offered: Fall and Spring)

### **GDES 6320V. Graduate Design. 1-6 Hour.**

Individual problems in two and three dimensional design. Prerequisite: Graduate standing. (Typically offered: Fall and Spring) May be repeated for degree credit.

### **GDES 63406. Design and Culture. 6 Hours.**

Examines the culture of the design discipline to further provoke the confines of the discipline, and understand the ways in which practitioners are accountable for design outcomes through interdisciplinary approaches. (Typically offered: Fall and Spring)

### **GDES 63503. Special Topics in Communication Design. 3 Hours.**

Topics dealing with trends, movements, and new elements within the design field, such as entrepreneurship, diversity, sustainability, critical issues, and data. (Typically offered: Fall and Spring) May be repeated for up to 12 hours of degree credit.

### **GDES 63606. Graduate Final Project Research. 6 Hours.**

Develops a written project proposal that demonstrates a viable project with a clear research direction. (Typically offered: Fall and Spring)

### **GDES 63909. Graduate Studio. 9 Hours.**

Students will complete a final project that includes a designed system, written research paper, and public presentation. The final project should demonstrate the ability to tackle significant design and research challenges. (Typically offered: Fall and Spring)