

SCHOOL OF VISUAL COMMUNICATION DESIGN

College of Communication and Information

School of Visual Communication Design

241 Taylor Hall

Kent Campus

330-672-7856

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www.kent.edu/vcd

Undergraduate Programs

- Photography - B.F.A.
- Visual Communication Design - B.A.
- Visual Communication Design - B.F.A.

Minors

- Design
- Information Design
- Photography
- User Experience Design

Graduate Programs

- Visual Communication Design - M.A.
- Visual Communication Design - M.F.A.

School of Visual Communication Design Faculty

- Barness, Jessica S. (2012), Assistant Professor, M.F.A., University of Minnesota-Twin Cities, 2012
- Bell, Timothy J. (2015), Assistant Professor, M.Arch., Columbia University, 2012
- Coorey, Jillian S. (2010), Assistant Professor, M.F.A., University of Illinois-Chicago, 2010
- Goldsmith, Douglas M. (1988), Assistant Professor, M.F.A., Carnegie Mellon University, 1988
- Inderhees, Joan E. (1982), Associate Lecturer, M.A., Kent State University, 1986
- Katila, Sanda S. (1990), Associate Professor, M.F.A., Kent State University, 1993
- Kennedy, Jaime D. (2007), Associate Professor, M.F.A., The Ohio State University, 2006
- King, Larrie L. (2012), Assistant Professor, M.F.A., Kent State University, 2014
- McConaughy, Kathleen M. (2018), Lecturer, B.F.A., Kent State University, 1980
- Middleton, David A. (1998), Professor, M.A., Kent State University, 1985
- Mooney, Aoife (2013), Assistant Professor, M.F.A., University of Reading, 2010
- O'Grady, Kenneth J. (1997), Professor, M.F.A., Kent State University, 2000

- Peters, Daphne F. (2014), Assistant Professor, B.Arch., Carnegie Mellon University, 2002
- Ransom, Christopher T. (1996), Associate Professor, M.F.A., University of Delaware, 1993
- Renicker, Valora (1994), Associate Professor, M.F.A., Kent State University, 2001
- Rinnert, Gretchen C. (2008), Associate Professor, M.F.A., North Carolina State University-Raleigh, 2008
- Roll, David (2015), Assistant Professor, M.A., Kent State University, 2007

Summer Visual Communication Design (SVCD)

SVCD 45011 SUMMER DESIGN STUDIO 1-4 Credit Hours
(Repeatable for a maximum of 16 credit hours) Summer course offerings investigating specialized areas of graphic design, illustration or photography taught primarily by guest faculty.

Prerequisite: None.

Schedule Type: Lecture, Studio

Contact Hours: 7.5-30 lecture, 12.5-45 other

Grade Mode: Standard Letter-S/U

SVCD 55011 SUMMER DESIGN STUDIO 1-4 Credit Hours
(Repeatable for a maximum of 16 credit hours). Summer course offerings investigating specialized areas of graphic design, illustration or photography taught primarily by guest faculty.

Prerequisite: Graduate standing.

Schedule Type: Lecture, Studio

Contact Hours: 7.5-30 lecture, 12.5-45 other

Grade Mode: Standard Letter-S/U-IP

SVCD 65011 SUMMER DESIGN STUDIO 1-4 Credit Hours
(Repeatable for a maximum of 16 credit hours) Summer course offerings investigating specialized areas of graphic design, illustration or photography taught primarily by guest faculty.

Prerequisite: Graduate standing.

Schedule Type: Lecture, Studio

Contact Hours: 7.5-30 lecture, 12.5-45 other

Grade Mode: Standard Letter-S/U-IP

Visual Communication Design (VCD)

VCD 13000 DESIGN: PRINCIPLES, PROCESSES AND PRACTICE 3 Credit Hours

Introduction to the principles, processes and applications of design. Students explore the language of design, how it is influenced by form, content and context. Focus on historical overview, design theory, brainstorming, ideation, two-dimensional design, environmental design, typography, illustration, photography and interactive media.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

VCD 13001 INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO 3 Credit Hours

Introduction to basic design processes using research, writing conceptual problem solving and format organization of two dimensional space utilizing type and imagery.

Prerequisite: Photography major, visual communication design major, or design minor.

Schedule Type: Studio

Contact Hours: 3 other

Grade Mode: Standard Letter

VCD 14001 VISUAL DESIGN LITERACY 3 Credit Hours

Examines the topics visual communication design theory, two-dimensional graphic design, environmental graphic design, typography, illustration, photographic illustration, and interactive media. Introduction to how and why professionals in the field of visual communication design create meaning and context through their work. Students explore the language of visual communication, how it is influenced by form, content and context.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

VCD 14002 COMMUNICATING WITH COLOR 3 Credit Hours

Introduction to color as it applies to fields of design and related areas. Topics covered include the vocabulary of color, the primary elements of color theory, color systems, color printing, color in film and online, and the effects of lighting on color. Students gain an appreciation for how color influences design and commerce through an understanding of basic practices of color forecasting and a study of how color perception is influenced by cultural differences.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

VCD 17000 COLOR:THEORY AND APPLICATION 3 Credit Hours

Color and its interaction through a series of nonapplied (abstract) exercises.

Prerequisite: None.

Schedule Type: Studio

Contact Hours: 3 other

Grade Mode: Standard Letter

VCD 18000 PHOTOGRAPHY 3 Credit Hours

Basic camera techniques to provide a better understanding of photography as a creative skill in visual communication.

Prerequisite: Visual Communication Design Major or Photography Major or minor.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 18002 PHOTOGRAPHY II 3 Credit Hours

Course further develops basic technical information and introduces studio lighting techniques and protocols. The class is studio-based and introduces and explores gaining command of continuous lighting source (LED), composition, studio practices: The technical information will be supplemented with a series of photographic assignments that apply this information.

Prerequisite: VCD 13000 or VCD 14001; and VCD 13001; and CCI 12001 or VCD 18000; and Visual Communication Design (VCD) major or Photography (PHOT) major or minor.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 20000 BASIC COMPUTER-GRAPHIC DESIGN AND ILLUSTRATION 3 Credit Hours

Introduction of basic operating system of Macintosh hardware and major design software for creation of layouts, vector and raster graphics. Explore production and peripheral equipment including scanners and printers.

Prerequisite: Visual Communication design or Photography majors.

Schedule Type: Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

VCD 20003 INTERMEDIATE COMPUTER-GRAPHIC DESIGN/ILLUSTRATION 3 Credit Hours

A technical, studio course designed to teach the fundamentals of Web design in GoLive and Flash. Material is presented throughout a series of demos, exercises and projects.

Prerequisite: VCD 20000.

Schedule Type: Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

VCD 20010 INTRODUCTION TO DESIGN RESEARCH 3 Credit Hours

Introduction to research methods used in the professional practice of visual communication design. Students are exposed to strategies, tactics and frameworks used in the creation of design artifacts.

Prerequisite: VCD 23001 and Visual Communication Design or Photography major or Information Design minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

VCD 20096 PHOTO-ILLUSTRATION SOPHOMORE PORTFOLIO REVIEW 1 Credit Hour

Visual Communication Design faculty review student portfolios of work from prerequisite courses. A diagnostic examination to evaluate technical proficiency and formal organizational ability also is included in this review.

Prerequisite: VCD 13000 or VCD 14001; and VCD 13001; and VCD 23001; and VCD 18002; and VCD 28003; and Photography major.

Schedule Type: Individual Investigation

Contact Hours: 3 other

Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 20196 VCD SOPHOMORE PORTFOLIO REVIEW 1 Credit Hour

Projects from Visual Communication Design freshman- and sophomore-level studio courses will comprise a portfolio to be critiqued by VCD faculty. A successful portfolio review will determine if the student is to advance in the BA program or enter the BFA program.

Prerequisite: Visual Communication Design major (VCD); and VCD 22000; and VCD 23001 with a minimum grade of B (3.000).

Corequisite: VCD 33000 and VCD 22001.

Schedule Type: Individual Investigation

Contact Hours: 1 other

Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 22000 DESIGN/ILLUSTRATION TECHNIQUES I 3 Credit Hours

Introductory course in design/illustration. Object drawing with emphasis toward rendering materials and techniques used in reproduction, perspective, spacial organization and use of reference material.

Prerequisite: VCD 13000; and VCD 13001 with a minimum B- grade; and Visual Communication Design (VCD) major or Design (DSGN) minor.

Schedule Type: Studio

Contact Hours: 3 other

Grade Mode: Standard Letter

VCD 22001 DESIGN/ILLUSTRATION TECHNIQUES II 3 Credit Hours

Continuation of Design Illustration Techniques I with expanded emphasis on black and white media used for illustration purposes with emphasis on media capable of reproduction by traditional printing methods.

Prerequisite: VCD 22000 and 23001; and Visual Communication Design (VCD) major.

Corequisite: VCD 33000 and VCD 20196.

Schedule Type: Studio

Contact Hours: 3 other

Grade Mode: Standard Letter

VCD 23000 INTERMEDIATE STUDIO SKILLS:GRAPHIC DESIGN AND ILLUSTRATION 3 Credit Hours

A technical lecture course designed to outline the process and describe and discuss the technologies and vocabulary used in the printing industry.

Prerequisite: VCD 23001.

Schedule Type: Studio

Contact Hours: 3 other

Grade Mode: Standard Letter

VCD 23001 INTRODUCTION TO TYPOGRAPHY 3 Credit Hours

Historical study of letter forms and their application to the development of new forms. Execution and use of letter forms as design elements in layout and illustration using fundamental typographic theories and rules of spatial organization.

Prerequisite: VCD 13000; and VCD 13001 with a minimum grade of B- (2.700); and Photography major or Visual Communication Design major or Design minor.

Schedule Type: Studio

Contact Hours: 3 other

Grade Mode: Standard Letter

VCD 28001 ADVANCED PHOTOGRAPHY 3 Credit Hours

Introduction of professional strobe lighting equipment, materials and techniques along with the development of conceptual abilities and problem solving skills as applied to studio portraiture, still life, and location photography. Special lighting equipment and accessories furnished.

Prerequisite: VCD 18002.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 28003 PHOTO TECHNOLOGY 3 Credit Hours

Designed to give students an intermediate working knowledge of the digital photographic workflow, including intermediate Photoshop editing skills, overview of Adobe Raw and Bridge, color calibration and color management. Students will complete a series of photographic assignments to which they will apply this information.

Prerequisite: VCD 13000 or VCD 14001; and VCD 13001; and CCI 12001 or VCD 18000; and visual communication design (VCD) major or photography (PHOT) major or minor.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 28004 PHOTOGRAPHIC PERSPECTIVES 3 Credit Hours

Examines the use of the photographic medium in the context of the commercial marketplace. Discusses the advancement of material processes, provides a comprehensive overview of commercial imagery and market development, examines industry trends, and introduces several theoretical criticisms pertaining to constructed photography.

Prerequisite: Photography major or minor; or Photo Journalism major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

VCD 28005 COLOR PHOTOGRAPHY 3 Credit Hours

The depth of Color Photography is explored through a range of lectures, assignments, and critiques. Topics include: Color Theory, Psychology, Cultural Influences and Relationships. Also color perception, color models and gamut, digital color correction, color management. Management and control of output in printing is studied in-depth throughout the semester. All the above will be explored through both lectures and photographic assignments.

Prerequisite: VCD 28001 and VCD 28003; and Photography (PHOT) or Visual Communication Design (VCD) major.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 28007 ADVANCED DIGITAL IMAGING 3 Credit Hours

This course emphasizes advanced techniques in the use of image editing software to develop workflow techniques and post-production and editing skills. Technical information will be supplemented with a series of photographic assignments that explore advanced application and usage of tools and skills covered as well as new Additional explorations into current digital technologies such as virtual reality, CGI generated imagery and compositing with made photography, Advanced compositing of multiple shoots into cohesive wholes, etc. Software used includes Photoshop, Lightroom, and Capture One Pro.

Prerequisite: VCD 28001 and VCD 28003; and Photography major or minor or Visual Communication Design major.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 30008 JUNIOR PORTFOLIO REVIEW - PHOTO-ILLUSTRATION 1 Credit Hour

Required portfolio review in conference, with the School of Visual Communication Design Faculty, of work completed in VCD 38004 and VCD 38001, Students successfully passing review may continue in the B.S. degree program in Photo Illustration. Students not receiving a passing grade in the review may not continue in the program.

Prerequisite: VCD 28001 and Photo Illustration (PHOI) major.

Corequisite: VCD 38001.

Schedule Type: Studio

Contact Hours: 2 other

Grade Mode: Satisfactory/Unsatisfactory

VCD 30009 JUNIOR PORTFOLIO REVIEW:GRAPHIC DESIGN/ILLUSTRATION 1 Credit Hour

Required portfolio review in conference, with the school of Visual Communication Design Faculty, of work completed in VCD 32000, 32001, 33000 and 33001. Students successfully passing review may continue in the B.A. degree. To change to the B.F.A. program, students must be nominated by a majority of the VCD faculty. Students not receiving a passing grade in the review may not continue in the program.

Prerequisite: VCD 32000 and 33000; and Visual Communication Design (VCD) major.

Corequisite: VCD 32001 and 33001.

Schedule Type: Studio

Contact Hours: 1 lecture

Grade Mode: Satisfactory/Unsatisfactory

VCD 32000 ILLUSTRATION I 3 Credit Hours

Continuation of Design Illustration Techniques I and II with emphasis on technique and creative solutions as they apply to specific illustration areas: narrative, editorial, book, advertising and institutional.

Prerequisite: visual communication design (VCD) major; and VCD 20196 and VCD 20010 and VCD 22001 and VCD 33000.

Schedule Type: Studio

Contact Hours: 5 other

Grade Mode: Standard Letter

VCD 32001 ILLUSTRATION II 3 Credit Hours

Illustration as communication: conceptual problem-solving visualizations of ideas utilizing felt tip markers as the medium of expression.

Prerequisite: VCD 32000.

Schedule Type: Studio

Contact Hours: 3 other

Grade Mode: Standard Letter

VCD 33000 GRAPHIC DESIGN I 3 Credit Hours

Continuation of Introduction to Graphic Design and Introduction to Typography in the structuring of 2-D communication design utilizing headline, body copy and illustration with the addition of limited conceptual content.

Prerequisite: VCD 22000; and VCD 23001 with a minimum grade of B-; and Visual Communication Design (VCD) major.

Corequisite: VCD 20196 and VCD 22001.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 33001 GRAPHIC DESIGN II 3 Credit Hours

Continuation of Graphic Design I, utilizing basic layout with emphasis on concept as applied to problem-solving methodologies through a series of exercises and problems.

Prerequisite: Visual Communication Design (VCD) major; and VCD 20196 and VCD 20010 and VCD 22001 and VCD 33000.

Schedule Type: Studio

Contact Hours: 5 other

Grade Mode: Standard Letter

VCD 34004 VISUAL ETHICS 3 Credit Hours

An extension of the information covered in the course Visual Literacy or Introduction to Visual Communication Design. Topics include the understanding of visual form, responsibility of the designer, photographer, and illustrator and those working in collaboration with visual communicators. Looks at image manipulation, copyright laws and ethical and professional guidelines. Also covered are topics such as sustainable design practices, acting as an advocate of the consumer and audience member. Discussion topics include credibility, dignity and developing a personal philosophy towards visual ethics.

Prerequisite: UXD 20001 or VCD 14001 or VCD 13000; and Visual Communication Design (VCD) major, Photography (PHOT) major or User Experience Design (UXDE) minor or Design (DSGN) minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

VCD 34005 INTRODUCTION TO 3D GRAPHIC DESIGN 3 Credit Hours

Continuation of Graphic Design I and Introduction to Typography with application of typography and imagery to 3-D form.

Prerequisite: Visual Communication Design (VCD) major; and VCD 20196 and VCD 20010 and VCD 22001 and VCD 33000.

Schedule Type: Studio

Contact Hours: 3 other

Grade Mode: Standard Letter

VCD 34006 MOTION DESIGN 3 Credit Hours

A studio course designed to teach the fundamentals of motion graphic design. Materials and information are delivered through a series of lectures, demos and hands-on exercises.

Prerequisite: UXD 20001 or VCD 33000; and Visual Communication Design major, Photography major or User Experience Design minor.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 37000 VISUAL DESIGN FOR MEDIA: ADVANCED 3 Credit Hours

A lab course in which students apply design concepts to computer-generated communication pieces using a layout software program. May not be used toward degree requirements by visual communication design majors.

Prerequisite: None.

Schedule Type: Combined Lecture and Lab

Contact Hours: 2 lecture, 1 lab

Grade Mode: Standard Letter

VCD 38001 PHOTOGRAPHICS 3 Credit Hours

This course explores relationships between photography and typography in communication. Unique solutions are created through the use of created images integrated with vector-based and raster graphics software (primarily Illustrator, InDesign and Photoshop). Students will examine techniques for Design and Typographic styles and work toward integrating these styles with purpose-made imagery.

Prerequisite: VCD 13001, VCD 20196, VCD 18000 or CCI 12001 and VCD 28001.

Schedule Type: Studio

Contact Hours: 3 lab

Grade Mode: Standard Letter

VCD 38007 PHOTOGRAPHY TECHNIQUES 3 Credit Hours

Explorations of current influences, innovations and trends in photography. Projects can include interdisciplinary collaborations such as the intersection of photojournalism and commercial photography, Architecture and Photography, etc.

Prerequisite: VCD 28005 and VCD 28007; and Photography (PHOT) major.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 38009 INTERNSHIP SEMINAR - PHOTOGRAPHY 2 Credit Hours

Students prepare materials such as cover letters, resumes, employment applications and individual portfolios in preparation for interviewing and obtaining an internship and entering the job market in Photography.

Prerequisite: JMC 32002; and Photography or Journalism major.

Schedule Type: Seminar

Contact Hours: 2 other

Grade Mode: Satisfactory/Unsatisfactory

VCD 38011 EDITORIAL PHOTOGRAPHY 3 Credit Hours

This course explores and develops the style and protocols unique to editorial photography. Exploring and understanding visual storytelling; research methods and techniques; differences between advertising, fine art and editorial photography. Course will emphasize multiple styles of editorial work including portraiture, environmental, fashion, studio and location assignments. The importance of design along with critical thinking skills in image creation along with discussion of locations, model releases, editing, captioning, etc. will also be covered.

Prerequisite: VCD 28001 and VCD 28003; and Photography (PHOT) major or Visual Communication Design (VCD) major.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 40025 PROFESSIONAL PORTFOLIO 3 Credit Hours

(Slashed with VCD 50025) Develop a senior-level professional portfolio through a selection and refinement of previously completed classroom work. Development of projects in areas of deficiency with emphasis on organization and presentation. Satisfactory/unsatisfactory (S/U) graded.

Prerequisite: Visual Communication Design (VCD) major; and special approval.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Satisfactory/Unsatisfactory

VCD 40035 PROFESSIONAL PORTFOLIO BFA DESIGN 3 Credit Hours

Develop a professional portfolio in design and or illustration through selection and refinement of previously completed classroom work and development of projects in areas of deficiency, with emphasis on organization and presentation. Organization and participation in gallery show at the semester's conclusion.

Prerequisite: Visual Communication Design (VCD) major within the Bachelor of Fine Arts (BFA); and special approval.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Satisfactory/Unsatisfactory

VCD 40052 GRAPHIC DESIGN-TRAVEL AND FIELD EXPERIENCE 1-6 Credit Hours

Development of awareness and understanding in the practical application of graphic design and communication through directed field trip experience.

Prerequisite: None.

Schedule Type: Studio

Contact Hours: 2-12 other

Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 40053 GRAPHIC DESIGN STUDIO-GLYPHIX 1-8 Credit Hours

(Repeatable for a maximum of 24 credit hours) Professional experience through an internal design studio. Involves responsibilities and procedures for the production of communication materials for off-campus clients including nonprofit organizations, charities, arts groups and selected on-campus groups and departments.

Prerequisite: None.

Schedule Type: Studio

Contact Hours: 1-8 other

Grade Mode: Standard Letter

VCD 40092 INTERNSHIP I-GRAPHIC DESIGN/ILLUSTRATION (ELR) 1 Credit Hour

(Repeatable for credit) Preparation for experience in design studio, agency or company involving design responsibilities and procedures to broaden a student's understanding of the profession through real job situations.

Prerequisite: None.

Schedule Type: Practicum or Internship

Contact Hours: 1 other

Grade Mode: Satisfactory/Unsatisfactory-IP

Attributes: Experiential Learning Requirement

VCD 40095 SPECIAL TOPICS:GRAPHIC DESIGN/ILLUSTRATION 3 Credit Hours

(Repeatable for a maximum of 9 credit hours) To broaden the course offerings into specialized areas of study in graphic design and illustration taught by experts in the profession as guest faculty. Primarily used to fulfill electives in graphic design or illustration.

Prerequisite: Special approval.

Schedule Type: Studio

Contact Hours: 5 other

Grade Mode: Standard Letter-IP

VCD 40096 INDIVIDUAL INVESTIGATION IN GRAPHIC DESIGN AND ILLUSTRATION 1-8 Credit Hours

(Repeatable for a maximum of 16 credit hours) Individual study related to topics of graphic design and illustration approved by and under the direction of a faculty member.

Prerequisite: None.

Schedule Type: Individual Investigation

Contact Hours: 1-8 other

Grade Mode: Standard Letter-IP

VCD 40192 INTERNSHIP II-GRAPHIC DESIGN/ILLUSTRATION/PHOTOGRAPHY (ELR) 1-3 Credit Hours

(Repeatable for credit) Three credit hours required. Experience in a design, illustration or photography studio, agency or company with responsibilities and to broaden a student's understanding of the profession through a real job situation.

Prerequisite: VCD 40092 or VCD 38009.

Schedule Type: Practicum or Internship

Contact Hours: 3-9 other

Grade Mode: Satisfactory/Unsatisfactory-IP

Attributes: Experiential Learning Requirement

VCD 40193 VARIABLE TITLE WORKSHOP IN VISUAL COMMUNICATION DESIGN 1-3 Credit Hours

(Repeatable for credit) Workshop setting dealing with intensive examination of special topics in VCD.

Prerequisite: None.

Schedule Type: Workshop

Contact Hours: 1-3 other

Grade Mode: Satisfactory/Unsatisfactory

VCD 40195 SELECTED TOPICS:GRAPHIC DESIGN/ILLUSTRATION 1-4 Credit Hours

(Repeatable for credit) Variable topics related to graphic design and illustration.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 1-4 lecture

Grade Mode: Standard Letter-IP

VCD 42000 ADVANCED ILLUSTRATION:MEDIA 3 Credit Hours

(Slashed with VCD 52000) Discussions and practice of media and grounds as they pertain to the illustration field. Discussion also centers around the problems in developing work for reproduction.

Prerequisite: VCD 22000, VCD 22001 and VCD 32000; and Bachelor of Fine Arts (BFA) or Bachelor of Arts (BA) in Visual Communication Design (VCD) major.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 42002 EDITORIAL ILLUSTRATION 3 Credit Hours

(Slashed with VCD 52002) Exploration and discussion of various illustration techniques and their application in the publishing field. Emphasis is placed on client needs, concept and intended audience.

Prerequisite: VCD 22000, VCD 22001 and VCD 32000, and Bachelor of Fine Arts (BFA) or Bachelor of Arts (BA) in Visual Communication Design (VCD) major.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 42003 ADVERTISING ILLUSTRATION 3 Credit Hours

Exploration and discussion of various illustration techniques and their application in advertising. Emphasis is placed on client need, concept of solution and intended audience.

Prerequisite: VCD 22000, VCD 22001 and VCD 32000; and Bachelor of Fine Arts (BFA) or Bachelor of Arts (BA) in Visual Communication Design (VCD) major.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 42005 CHARACTER DEVELOPMENT AND DESIGN: THE HUMAN FIGURE 3 Credit Hours

(Slashed with VCD 52005) Focuses on the application of the fundamental design principles and mechanics used when designing characters for film animation, television animation, computer animation, video games, comic strips, comic books, advertising, editorial illustration and book illustration.

Prerequisite: VCD 22000, VCD 22001, and VCD 32000.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 42006 CHARACTER DEVELOPMENT AND DESIGN: ANIMALS AND ENVIRONMENTS 3 Credit Hours

(Slashed with VCD 52006) This course focuses on the application of fundamental design principles and mechanics used when designing characters for film animation, television animation, computer animation, video games, comic strips, comic books, book illustration, advertising, and editorial illustration.

Prerequisite: VCD 22000, VCD 22001 and VCD 32000; and a Bachelor of Fine Arts (BFA) or Bachelor of Arts (BA) in Visual Communication Design (VCD) major.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 42007 GRAPHIC NARRATIVE 3 Credit Hours

(Slashed with VCD 52007) This course fuses written and visual content, allowing students to both author and illustrate visual narratives. Through readings, various genres of written form are explored and both historical and emerging narrative formats within the field of illustration are emphasized.

Prerequisite: VCD 22000, VCD 22001 and VCD 32000.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 43000 STUDIO PRODUCTION 3 Credit Hours

A technical lecture course designed to teach the fundamental techniques and processes of electronic prepress and printing production. Material is presented through lectures, demos, tests and field trips.

Prerequisite: Visual communication design (VCD) major; and Junior standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

VCD 43001 INTERACTION DESIGN 3 Credit Hours

(Slashed with VCD 53001) The conceptualization and prototyping of interactive experiences.

Prerequisite: UXD 20001 or VCD 33000; and VCD 34006; and Visual Communication Design (VCD) major, Photography (PHOT) major or User Experience Design (UXDE) minor; and special approval.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 43002 TYPOGRAPHIC/PHOTOGRAPHIC GRAPHIC DESIGN 3 Credit Hours

The use of typography (rather than visual imagery) as the primary design form in solving graphic design communication problems.

Prerequisite: VCD 13000, VCD 13001, VCD 23001, VCD 33000 and VCD 33001; and Bachelor of Fine Arts (BFA) or Bachelor of Arts (BA) in Visual Communication Design (VCD) major.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 43003 IDENTITY SYSTEMS 3 Credit Hours

Use of graphic design forms (typography, photography and illustration) in the development of identity systems.

Prerequisite: VCD 13000, VCD 13001, VCD 23001 and VCD 33000; and Bachelor of Fine Arts (BFA) or Bachelor of Arts (BA) Visual Communication Design (VCD).

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 43004 ISSUES FOR GRAPHIC DESIGN BUSINESSES 3 Credit Hours

Designed to familiarize students with the basic business, marketing, legal and ethical standards in the graphic design industry.

Prerequisite: Junior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

VCD 43005 PACKAGING, PROMOTION AND RETAIL ENVIRONMENTS 3 Credit Hours

Use of typography and visual images, photography and illustrations in the structure of information for communication on 3D surfaces: direct mail, packaging and point of purchase display.

Prerequisite: VCD 13000, VCD 13001, VCD 20196, VCD 22000, VCD 22001, VCD 23001, VCD 32000, VCD 33000, VCD 33001 and VCD 34005; Visual Communication Design (VCD) major; and special approval.

Schedule Type: Studio

Contact Hours: 5 other

Grade Mode: Standard Letter

VCD 43006 ENVIRONMENTAL GRAPHIC DESIGN 3 Credit Hours

Aims at coordinating architectural planning, interior design systems analysis and graphic communications.

Prerequisite: None.

Schedule Type: Studio

Contact Hours: 3 other

Grade Mode: Standard Letter

VCD 43007 INFORMATION GRAPHICS 3 Credit Hours

Introduction to shapes, color type and combinations of these for computer-designed news graphics; maps, charts, graphs and diagrams.

Prerequisite: JMC 20004 and JMC 20007; and VCD 13001 or VCD 27001.

Schedule Type: Laboratory, Lecture

Contact Hours: 3 lecture, 2 lab

Grade Mode: Standard Letter

VCD 43008 BRANDED IDENTITY 3 Credit Hours

The examination and development of graphic design forms as they pertain to corporate branding. Related methods of visual communication explored through studio.

Prerequisite: VCD 13000, 13001, 20196, 22000, 23001; and Bachelor of Arts (BA) in the Visual Communication Design (VCD) major.

Schedule Type: Combined Lecture and Lab

Contact Hours: 4 other

Grade Mode: Standard Letter

VCD 43051 TYPE HIGH PRESS 3 Credit Hours

Students will explore aspects of letterpress printing. Course content will include typesetting, printing basics, and a brief history of movable type printing and typography. Students will work on a series of projects to acclimate themselves to the equipment and various printing techniques.

Prerequisite: VCD 13000, 13001, 22000, 23001 and VCD 33000; and Visual Communication Design (VCD) major.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 43060 INTRODUCTION TO TYPEFACE DESIGN 3 Credit Hours

(Slashed with VCD 53060) This course will serve as an introduction to the core principles of typeface design. It is a fast paced and challenging course with a requirement for a high level of engagement and research on the part of the student. Building on skills learned in other VCD classes, this is an advanced level course dealing with the underlying themes in typeface design and their relationship to the typographer's needs.

Prerequisite: Visual Communication Design (VCD) major within the Bachelor of Fine Arts (BFA); and Junior or Senior standing.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 44001 EXHIBITION DESIGN 3 Credit Hours

The study of content, narrative development, consideration of space, and the use of materials and media in environmental and exhibition design. Includes working in scale, 2D and 3D rendering, physical and digital modeling.

Prerequisite: VCD 34005 and special approval.

Schedule Type: Studio

Contact Hours: 3 other

Grade Mode: Standard Letter

VCD 45000 GRAPHIC DESIGN PERSPECTIVES (WIC) 3 Credit Hours

Comprehensive exploration of design through history. Topics include the early alphabet, print processes, illustration, photography, corporate design, modern design and digital processes.

Prerequisite: ENG 21011 and Junior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: Writing Intensive Course

VCD 46000 WEB DESIGN AND PROGRAMMING I 3 Credit Hours

(Cross-listed with VCD 56000) Course focus is on Web concepts and high-quality Web design; CS and VCD principles, tools, architecture, presentation, design and creation of websites through teamwork. Course is jointly taught by Computer Science and Visual Communication Design.

Prerequisite: CS 10051 and VCD 13001.

Schedule Type: Combined Lecture and Lab

Contact Hours: 3 other

Grade Mode: Standard Letter-IP

VCD 46001 WEB DESIGN AND PROGRAMMING II 3 Credit Hours

(Cross-listed with VCD 56001) An elective course jointly taught by computer science and VCD on advanced web technologies and multimedia web design: web servers, security, advanced design, java servlets, applets, database connectivity, site maintenance, relation of actual websites by teamwork.

Prerequisite: VCD 46000.

Schedule Type: Combined Lecture and Lab

Contact Hours: 3 other

Grade Mode: Standard Letter-IP

VCD 46003 ADVANCED TYPOGRAPHY 3 Credit Hours

Applying typographic rules in advanced projects. Organizing large amounts of text in complex architectures and designing viewer controlled space. Exploration of dynamic information sound and motion sequences.

Prerequisite: VCD 13000, VCD 13001, VCD 20196, VCD 22000, VCD 22001, VCD 23001, VCD 32000, VCD 33000, VCD 33001, VCD 34005; Visual Communication Design (VCD) major; and special approval.

Schedule Type: Combined Lecture and Lab

Contact Hours: 3 other

Grade Mode: Standard Letter-IP

VCD 46053 WEB DESIGN AND PROGRAMMING STUDIO 3 Credit Hours

(Cross-listed with VCD 56053) A joint CS and VCD project course exploring advanced aspects of web design and programming. Student may pursue individually defined projects or team projects for real clients. Limited enrollment.

Prerequisite: VCD 46001.

Schedule Type: Combined Lecture and Lab

Contact Hours: 3 other

Grade Mode: Standard Letter-IP

VCD 48001 PHOTOGRAPHIC PROJECT 3 Credit Hours

Provides students the opportunity to conceptualize, organize and produce a semester-long photographic project of their choice under the supervision of the course instructor. Projects will augment students' existing photographic portfolios.

Prerequisite: Photography major and special approval.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 48002 ADVANCED PHOTOGRAPHIC PROJECT 3 Credit Hours

Continuation of VCD 48001. Each student will conceptualize, organize and produce a semester-long photographic project of their choice under the supervision of the course instructor. Projects will augment students' existing photographic portfolios.

Prerequisite: VCD 48001.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 48003 PROFESSIONAL PORTFOLIO PHOTOGRAPHY 3 Credit Hours

Students will create personal, professional portfolios (electronic and hard copy) developed through branding and identity explorations. Each portfolio will be a blend of the student's best work and career path desires and expressed through sophisticated grinding and design principles. Students will also develop and hang an exhibition of their student work in the Taylor Hall art gallery.

Prerequisite: Photography (PHOT) major; and special approval.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Satisfactory/Unsatisfactory

VCD 48009 FASHION PHOTOGRAPHY 3 Credit Hours

(Cross-listed with JMC 42009) Emphasis on editorial and advertising fashion photography. Students will explore: Fashion shoot protocols and techniques; Studio and Location Lighting Techniques, History and Theory of Fashion Photography, Fashion Shoot management. In partial collaboration with Fashion School BFA students along with live models on both studio and location shoots. The technical information will be supplemented with a series of photographic project assignments both in studio and on location.

Prerequisite: VCD 28003 and VCD 28001; and Photography or Visual Communication Design major.

Schedule Type: Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 48092 PRACTICUM IN PHOTOGRAPHY (ELR) 1-3 Credit Hours

(Repeatable for a total of 10 hours) Individual or group investigation into student selected areas of photographic field.

Prerequisite: Photography or Visual Communication Design major; and Junior and Senior standing.

Schedule Type: Practicum or Internship

Contact Hours: 7-21 other

Grade Mode: Standard Letter

Attributes: Experiential Learning Requirement

VCD 49198 SENIOR RESEARCH PAPER:GRAPHIC DESIGN/ILLUSTRATION (ELR) (WIC) 2 Credit Hours

Written documentation of a senior project in graphic design or illustration. If VCD 49199 Senior Project Graphic Design/Illustration is chosen, it must be taken concurrently with Senior Research paper and presented for final review by a faculty committee.

Prerequisite: VCD 49098 and Senior standing.

Schedule Type: Research

Contact Hours: 2 other

Grade Mode: Standard Letter-IP

Attributes: Experiential Learning Requirement, Writing Intensive Course

VCD 49199 VISUAL COMMUNICATION DESIGN CAPSTONE (ELR) 1-4 Credit Hours

A capstone project in design or illustration structured by the student (with approval by faculty), along with a final presentation.

Prerequisite: Photography major or Visual Communication Design major; Senior standing and special approval.

Schedule Type: Senior Project/Honors Thesis

Contact Hours: 3-12 other

Grade Mode: Standard Letter-IP

Attributes: Experiential Learning Requirement

VCD 50000 BASIC COMPUTER GRAPHIC DESIGN/ILLUSTRATION 2 Credit Hours

An introduction to the use of the computer as a tool in graphic design and illustration. Exploration of the relationship and integration of various hardware configurations and software solutions to meet the demands of today's designers and illustrators.

Prerequisite: Graduate standing.

Schedule Type: Combined Lecture and Lab

Contact Hours: 2 other

Grade Mode: Standard Letter-IP

VCD 50003 INTERMEDIATE COMPUTER DESIGN-GD I VARIOUS SOFTWARE 3 Credit Hours

Addresses the issues of page layout and design, digital manipulation and vector graphic illustration for graphic design professionals.

Prerequisite: Visual Communication Design (VCD) majors and Graduate standing.

Schedule Type: Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

VCD 50025 PROFESSIONAL PORTFOLIO 3 Credit Hours

(Slashed with VCD 40025) Develop a professional portfolio through selection and refinement of previously completed classroom work development of projects in areas of deficiency with emphasis on organization and presentation.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Satisfactory/Unsatisfactory

VCD 50052 GRAPHIC DESIGN-TRAVEL AND FIELD EXPERIENCE 1-6 Credit Hours

(Repeatable for credit) Development of awareness and understanding in the practical application of graphic design and communication through directed field trip experience. Repeatable for a total of 16 credit hours.

Prerequisite: Graduate standing.

Schedule Type: Studio

Contact Hours: 1-6 other

Grade Mode: Standard Letter

VCD 50053 GRAPHIC DESIGN STUDIO-GLYPHIX 1-6 Credit Hours

(Repeatable for a maximum of 12 credit hours) Professional experience through an internal design studio. Involves responsibilities and procedures for the production of communication materials for off campus clients including non-profit organizations charities arts groups and selected on campus groups and departments.

Prerequisite: Graduate standing.

Schedule Type: Studio

Contact Hours: 1-6 other

Grade Mode: Standard Letter-IP

VCD 50092 INTERNSHIP-GRAPHIC DESIGN AND ILLUSTRATION 1-6 Credit Hours

(Repeatable for credit) Experience in design studio, agency or company involving design responsibilities and procedures to broaden a student's understanding of the profession through a real job situation.

Prerequisite: Graduate standing.

Schedule Type: Practicum or Internship

Contact Hours: 1-6 other

Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 50095 SPECIAL TOPICS GRAPHIC DESIGN/ILLUSTRATION 3 Credit Hours

(Repeatable for a maximum of 9 credit hours) To broaden the course offerings into specialized areas of study in graphic design and illustration taught by experts in the profession as a guest faculty. Primarily used to fulfill electives in graphic design or illustration.

Prerequisite: Graduate standing and special approval.

Schedule Type: Studio

Contact Hours: 5 other

Grade Mode: Standard Letter-S/U

VCD 50193 VARIABLE TITLE WORKSHOP IN VCD 1-3 Credit Hours

(Repeatable for credit) Workshop setting dealing with intensive examination of special topics in VCD.

Prerequisite: Graduate standing.

Schedule Type: Workshop

Contact Hours: 1-3 other

Grade Mode: Satisfactory/Unsatisfactory

VCD 50195 SELECTED TOPICS GRAPHIC DESIGN AND ILLUSTRATION 1-4 Credit Hours

(Repeatable for credit) Variable topics related to graphic design and illustration.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 1-4 lecture

Grade Mode: Standard Letter

VCD 52000 ADVANCED ILLUSTRATION/MEDIA 3 Credit Hours

Discussions and practice of media and grounds as they pertain to the illustration field. Discussion will also center around the problems in developing work of reproduction.

Prerequisite: Visual Communication Design (VCD) major and Graduate standing.

Schedule Type: Studio

Contact Hours: 5 other

Grade Mode: Standard Letter

VCD 52002 EDITORIAL ILLUSTRATION 3 Credit Hours

Exploration and discussion of various illustration techniques and their application in the publishing field. Emphasis is placed on client needs, concept and intended audience.

Prerequisite: visual communication design (VCD) major and graduate standing.

Schedule Type: Studio

Contact Hours: 5 other

Grade Mode: Standard Letter

VCD 52003 ADVERTISING ILLUSTRATION 3 Credit Hours

Exploration and discussion of various illustration techniques and their application in advertising. Emphasis is placed on client need, concept of solution and intended audience.

Prerequisite: Visual Communication Design (VCD) major and Graduate standing.

Schedule Type: Studio

Contact Hours: 5 other

Grade Mode: Standard Letter

VCD 52005 CHARACTER DEVELOPMENT AND DESIGN 3 Credit Hours

(Slashed with VCD 42005) Focuses on the application of the fundamental design principles and mechanics used when designing characters for film animation, television animation, computer animation, video games, comic strips, comic books, advertising, editorial illustration and book illustration. Students must demonstrate proficiency in drawing to register for this course.

Prerequisite: Graduate standing.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 52006 CHARACTER DEVELOPMENT AND DESIGN: ANIMALS AND ENVIRONMENTS 3 Credit Hours

(Slashed with VCD 42006) This course focuses on the application of fundamental design principles and mechanics used when designing characters for film animation, television animation, computer animation, video games, comic strips, comic books, book illustration, advertising, and editorial illustration.

Prerequisite: Master of Fine Arts (MFA) or Master of Arts (MA) in Visual Communication Design (VCD) major; and Graduate standing.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 52007 GRAPHIC NARRATIVE 3 Credit Hours

(Slashed with VCD 42007) This course fuses written and visual content, allowing students to both author and illustrate visual narratives. Through readings, various genres of written form are explored and both historical and emerging narrative formats within the field of illustration are emphasized.

Prerequisite: Master of Fine Arts (MFA) or Master of Arts (MA) in Visual Communication Design; and Graduate standing.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 53000 STUDIO PRODUCTION 3 Credit Hours

A technical lecture course designed to teach the fundamental techniques and processes of electronic prepress and printing production. This material is presented through a series of lectures, demos, written tests and field trips.

Prerequisite: Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

VCD 53001 INTERACTION DESIGN: COMMUNITIES AND CULTURE 3 Credit Hours

Interaction design for screen based media that explores communities and culture.

Prerequisite: Graduate standing and special approval.

Schedule Type: Studio

Contact Hours: 5 other

Grade Mode: Standard Letter

VCD 53002 TYPOGRAPHIC/PHOTOGRAPHIC GRAPHIC DESIGN 3 Credit Hours

The use of typography (rather than visual imagery) as the primary design form in solving graphic communication problems.

Prerequisite: Visual Communication Design and Graduate standing.

Schedule Type: Studio

Contact Hours: 5 other

Grade Mode: Standard Letter

VCD 53003 IDENTITY SYSTEMS 3 Credit Hours

(Slashed with VCD 43003) Use of graphic design forms (typography, photography and illustration) in the development of corporate identification for total advertising programs.

Prerequisite: Visual Communication Design (VCD) major and Graduate standing.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 53004 ISSUES FOR GRAPHIC DESIGN BUSINESSES 3 Credit Hours

Designed to familiarize students with the basic business, marketing, legal and ethical standards in the graphic design industry.

Prerequisite: Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

VCD 53005 PACKAGING, PROMOTION AND RETAIL ENVIRONMENTS 3 Credit Hours

Use of typography and visual images, photography and illustrations, in the structure of information for communication on three-dimensional surfaces: direct mail, packaging and point of purchase display.

Prerequisite: Visual communication design; and Graduate standing and special approval.

Schedule Type: Studio

Contact Hours: 5 other

Grade Mode: Standard Letter

VCD 53006 ENVIRONMENTAL GRAPHIC DESIGN 3 Credit Hours

Aims at coordinating architectural planning, interior design systems analysis and graphic communications. Also includes an individually directed research component.

Prerequisite: Graduate standing.

Schedule Type: Studio

Contact Hours: 3 other

Grade Mode: Standard Letter

VCD 53007 INFORMATION GRAPHICS 2 Credit Hours

Introduction to shapes, color, type and combinations of these for computer-designed news graphics; maps, charts, graphs and diagrams.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 2 lecture

Grade Mode: Standard Letter

VCD 53051 TYPE HIGH PRESS 3 Credit Hours

(Repeatable for a maximum of 12 credit hours) Students will explore aspects of letterpress printing. Course content will include typesetting, printing basics, and a brief history of movable type printing and typography. Students will work on a series of projects to acclimate themselves to the equipment and various printing techniques.

Prerequisite: Graduate standing and special approval.

Schedule Type: Studio

Contact Hours: 5 other

Grade Mode: Standard Letter

VCD 53060 INTRODUCTION TO TYPEFACE DESIGN 3 Credit Hours

(Slashed with VCD 43060) This course will serve as an introduction to the core principles of typeface design. It is a fast paced and challenging course with a requirement for a high level of engagement and research on the part of the student. Building on skills learned in other VCD classes, this is an advanced level course dealing with the underlying themes in typeface design and their relationship to the typographer's needs.

Prerequisite: Visual Communication Design (VCD) major; and Graduate standing.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 55000 GRAPHIC DESIGN PERSPECTIVES 3 Credit Hours
Comprehensive exploration of design through history. Topics include the early alphabet, print processes, illustration, photography, corporate design, modern design and digital processes.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

VCD 56000 WEB DESIGN AND PROGRAMMING I 3 Credit Hours
(Cross-listed with VCD 46000) Course focus is on web concepts and high quality web design; CS and VCD principles, tools, architecture, presentation, design and creation of websites through teamwork. Course is jointly taught by CS and VCD.

Prerequisite: Visual Communication Design (VCD) major and Graduate standing.

Schedule Type: Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter-IP

VCD 56001 WEB DESIGN AND PROGRAMMING II 3 Credit Hours
(Cross-listed with VCD 46001) Advanced course in web technologies and multimedia web design: web servers, security, advanced design, java servlets, applets, database connectivity, site maintenance, relation of actual websites by teamwork. Course is jointly taught by CS and VCD.

Prerequisite: Visual Communication Design (VCD) major and Graduate standing.

Schedule Type: Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter-IP

VCD 56003 ADVANCED TYPOGRAPHY 3 Credit Hours
Applying typographic rules in advanced projects. Organizing large amounts of text in complex architectures and designing viewer controlled space. Exploration of dynamic information sound and motion sequences.

Prerequisite: Graduate standing and special approval.

Schedule Type: Combined Lecture and Lab

Contact Hours: 3 other

Grade Mode: Standard Letter

VCD 56053 WEB DESIGN AND PROGRAMMING STUDIO 3 Credit Hours
(Cross-listed with VCD 46053) A joint (CS) and (VCD) project course exploring advanced aspects of web design and programming. Student may pursue individually defined projects or team projects for real clients. Limited enrollment.

Prerequisite: Visual Communication Design and Graduate standing.

Schedule Type: Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter-IP

VCD 60009 CANDIDACY REVIEW/GRAPHIC DESIGN AND ILLUSTRATION 1 Credit Hour
A formal review of the work completed in the first 12 semester credit hours of graphic design and/or illustration courses for both M.F.A. and M.A.

Prerequisite: Graduate standing.

Schedule Type: Individual Investigation

Contact Hours: 1 other

Grade Mode: Standard Letter-S/U-IP

VCD 60010 DESIGN RESEARCH METHODS 3 Credit Hours
Introductory course to the design research methods employed in the professional practice of visual communication design. Students will gain an understanding of research strategies, tactics and tools, and will apply their use through a combination of readings, videos, online discussion and a final cumulative project. Focus will be directed on the design process, research and ideation skills, and understanding research methods in the context of today's design profession.

Prerequisite: Visual communication design (VCD) major and Graduate standing.

Schedule Type: Seminar

Contact Hours: 3 other

Grade Mode: Standard Letter

VCD 60011 TYPOGRAPHIC STRUCTURES AND SYSTEMS 3 Credit Hours

Serves as an intensive introduction to typography and its application in visual communication design. Students will learn to create successful typographic compositions by controlling hierarchy, contrast, space, and grids. The course also covers the organization of information, and facilitates discussion and creative work on the effects of type choice and style in communication. Students will be familiarized with typography for print and screen-based environments.

Prerequisite: Visual communication design (VCD) major and Graduate standing.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 60012 CONCEPT DEVELOPMENT AND IMPLEMENTATION 3 Credit Hours

Serves as an intensive introduction to conceptual development and how it is implemented with form in visual communication design.

Prerequisite: VCD 60011; and Visual Communication Design (VCD) major; and Graduate standing.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 60013 GRAPHIC DESIGN ADVANCED 3 Credit Hours
Builds on typography and concept development. Students will gain experience combining layout, concept and problem-solving methodologies through a series of exercises and problems. Projects facilitate the student's ability to employ narrative and storytelling methods, along with design research, analysis, documentation and implementation. The structure of this course is designed to foster self-initiative. Exercises will be completed outside class time and students will be given a great amount of flexibility as they frame projects and decipher solutions to problems.

Prerequisite: VCD 60010; and VCD 60011; and VCD 60012; and Visual Communication Design (VCD) major; and Graduate standing.

Schedule Type: Studio

Contact Hours: 6 other

Grade Mode: Standard Letter

VCD 60020 GRADUATE STUDIO IN VISUAL COMMUNICATION DESIGN
3 Credit Hours

(Repeatable for a maximum of 6 credit hours) Research based, hands-on studio course providing a context for collaborative and individual projects in design, illustration and/or photography.

Prerequisite: Visual Communication Design (VCD) major and Graduate standing.

Schedule Type: Studio

Contact Hours: 3 other

Grade Mode: Standard Letter-IP

VCD 60091 GRADUATE SEMINAR IN VISUAL COMMUNICATION DESIGN
3 Credit Hours

(Repeatable for credit) Focuses on design theory and research methodologies pertaining to design. Content consists mostly of readings, discussions and student presentations.

Prerequisite: Visual Communication Design (VCD) major and Graduate standing.

Schedule Type: Seminar

Contact Hours: 3 other

Grade Mode: Standard Letter-IP

VCD 60094 COLLEGE TEACHING IN VISUAL COMMUNICATION DESIGN
3 Credit Hours

For VCD student teaching or who anticipate teaching in higher education. This experience also supports future careers in management, art direction and instructional roles in industry. Discussions include grading, critiques, classroom management and evaluation techniques.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

VCD 60095 SPECIAL TOPICS IN GRAPHIC DESIGN/ILLUSTRATION
1-4 Credit Hours

(Repeatable for a maximum of 16 credit hours) To broaden course offerings into specialized areas of study in graphic design and illustration taught by experts in the profession as guest faculty. Used to fulfill primary studio requirements in graphic design and or illustration.

Prerequisite: Graduate standing.

Schedule Type: Studio

Contact Hours: 1-4 other

Grade Mode: Standard Letter-S/U-IP

VCD 60096 INDIVIDUAL INVESTIGATION IN GRAPHIC DESIGN AND ILLUSTRATION
1-16 Credit Hours

(Repeatable for credit) Individual investigation related to topics of graphic design and illustration approved and under the direction of a faculty member.

Prerequisite: Graduate standing.

Schedule Type: Individual Investigation

Contact Hours: 1-16 other

Grade Mode: Standard Letter-IP

VCD 60098 RESEARCH
1-15 Credit Hours

(Repeatable for credit) Independent research under the direction of a faculty member in the division of design/illustration.

Prerequisite: Graduate standing.

Schedule Type: Research

Contact Hours: 1-15 other

Grade Mode: Standard Letter

VCD 60099 M.A. PROJECT GRAPHIC DESIGN AND ILLUSTRATION
4 Credit Hours

A research project for non-thesis option M.A. students approved in consultation with the faculty adviser which culminates in a visual project exhibition and formal presentations.

Prerequisite: Graduate standing.

Schedule Type: Research

Contact Hours: 4 other

Grade Mode: Standard Letter-S/U-IP

VCD 60120 USER EXPERIENCE DESIGN PRINCIPLES AND CONCEPTS
3 Credit Hours

Students explore the context in which User Experience Design exists and the various methods employed by designers in various fields related to design research, the generation of ideas, and implementation of designs. Students are introduced to methods of design evaluation and to the conceptual framework of the related curricula.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

VCD 60121 USER EXPERIENCE DESIGN IN PRACTICE
3 Credit Hours

Students learn and employ methods for engaging in creative problem solving. Introduce students to design research methods and current research on human behavior as it applies to user experience design. A core set of design deliverables are examined. Students begin to develop individual portfolio materials.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

VCD 60171 CRITICAL PRACTICES IN DESIGN RESEARCH
3 Credit Hours

(Repeatable for credit) This graduate seminar course introduces methods for integrating critical practices into larger communication design research agendas. The term "critical practices" includes three areas of design-centered inquiry: critical design, critical making, and design authorship.

Prerequisite: Master of Fine Arts (MFA) or Master of Arts (MA) in Visual Communication Design (VCD) major; and Graduate standing.

Schedule Type: Seminar

Contact Hours: 3 lecture

Grade Mode: Standard Letter

VCD 60191 ADVANCED RESEARCH
3 Credit Hours

Serves as the research intensive continuation of VCD 60091 Graduate Seminar. Students will focus on the development of their MFA thesis proposals by identifying a topic, investigating relevant literature and media, developing a thesis statement, and writing the full thesis proposal. Deliverables include a finished MFA thesis proposal, research schedule, and corresponding logic model.

Prerequisite: VCD 60091; and VCD 60094; and visual communication design (VCD) major; and Graduate standing.

Schedule Type: Seminar

Contact Hours: 3 other

Grade Mode: Standard Letter

VCD 60200 DESIGN THEORY I: CULTURE, COMMUNITIES AND CONTEXT 3 Credit Hours

(Cross-listed with VCD 80200) Introduces students to design theory through a lens of classic and contemporary readings taken from various disciplines. This survey of perspectives assists students in developing their individual voice as a designer. Delves into issues that affect the field of graphic design and will continue to shape culture and history. Students are asked to question ideas of community and to expand on their ideas with examples through media and technology. Students critically question notions of history, psychology and social behaviors. The writing and criticism of advertising, communication, design artifacts and culture are the primary communication tool of the class, which is completed through papers and personal reflections.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

VCD 68199 M.A.THESIS I 2-6 Credit Hours

Thesis students must register for a minimum of 6 hours, 2-6 hours in a single semester or distributed over several semesters if desired.

Prerequisite: Graduate standing.

Schedule Type: Masters Thesis

Contact Hours: 2-6 other

Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 68299 M.A.THESIS II 2 Credit Hours

Thesis students must continue registration each semester until all degree requirements are met.

Prerequisite: VCD 68199 and Graduate standing.

Schedule Type: Masters Thesis

Contact Hours: 2 other

Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 69199 M.F.A. THESIS I 2-6 Credit Hours

Thesis students must register for a minimum of 6 hours; 2 -6 hours in a single semester or distributed over several semesters if desired.

Prerequisite: Graduate standing.

Schedule Type: Masters Thesis

Contact Hours: 2-6 other

Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 69299 M.F.A. THESIS II 2 Credit Hours

Thesis students must continue registration each semester until all degree requirements are met.

Prerequisite: VCD 69199 and Graduate standing.

Schedule Type: Masters Thesis

Contact Hours: 2 other

Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 80200 DESIGN THEORY I: CULTURE, COMMUNITIES AND CONTEXT 3 Credit Hours

(Cross-listed with VCD 60200) Introduces students to design theory through a lens of classic and contemporary readings taken from various disciplines. This survey of perspectives assists students in developing their individual voice as a designer. The class delves into issues that affect the field of graphic design and will continue to shape culture and history. Students are asked to question ideas of community and to expand on their ideas with examples through media and technology. Students critically question notions of history, psychology and social behaviors. The writing and criticism of advertising, communication, design artifacts and culture are the primary communication tool of the class, which is completed through papers and personal reflections.

Prerequisite: Doctoral standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter