SCHOOL OF VISUAL COMMUNICATION DESIGN

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), Associate 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), Associate Professor, M.F.A., University of Illinois at Chicago, 2010
- Inderhees, Joan E. (1982), Professor, Ph.D., Kent State University, 2018
- Katila, Sandra 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
- Lewis, Chad A. (2017), Assistant Professor, M.F.A., Kent State University, 2016
- Middleton, David A. (1998), Professor, M.A., Kent State University, 1985
- Mooney, Aoife (2013), Associate Professor, M.F.A., University of Reading, 2010
- O'Grady Visocky, Kenneth J. (1997), Professor, M.F.A., Kent State University, 2000
- Renicker, Valora (1994), Professor, M.F.A., Kent State University, 2001
- Roll, David (2015), Associate 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 VISUAL DESIGN THINKING 3 Credit Hours
Introduction to design thinking, including the principles, processes and applications, and how to improve an existing product or design a new concept. Students will explore the language of design, how it is influenced by form, content and context. Focus will be placed on design theory, brainstorming, ideation, two-dimensional design, environmental design, typography, illustration, motion, 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
An introduction to basic design processes using research, writing, conceptual problem-solving and format organization of two dimensional space utilizing type and imagery. The course structure and projects are designed to challenge the student to manipulate the elements of graphic design in an experimental way, and to develop critical thought and aesthetic response. The projects utilize different compositional elements (abstract shapes, letterforms, images) as a way to learn the basic principles of two-dimensional design—hierarchy, unity, balance, contrast, alignment, repetition. Students will use several methods of design development—sketching, tracing, detailed drawings, computer renderings, research of existing work, class discussions and critiques. Software will be used to develop final compositions.
Prerequisite: None.
Schedule Type: Studio
Contact Hours: 6 other
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 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: CCI 12001; and visual communication design major or photography 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
This course is an introduction to research methods used in the profession practice of visual communication design. Students are exposed to strategies, tactics and frameworks used in the creation of design artifacts. Students will gain an understanding of research strategies, tactics, tools and applied use through a combination of classroom lectures, readings, online forums, homework assignments and group discussion.
Prerequisite: School of Visual Communication Design major or 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: VCD 22000 and VCD 23001 with a minimum C grade; and visual communication design major.
Corequisite: VCD 33000 and VCD 22001.
Schedule Type: Individual Investigation
Contact Hours: 1 other
Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 21000  INTRODUCTION TO WEB DESIGN  3 Credit Hours
In this course students will learn basic web design, using HTML (Hypertext Markup Language) and CSS (Cascading Style Sheets). Students are introduced to planning, designing and executing effective web pages, including developing web pages using web standards compliant HTML and CSS; leveraging CSS to style, enhance, organize and prioritize content; working with a wide range of content types and multimedia; and, producing small, functioning, multi-page websites.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
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 a minimum B- grade in VCD 13001; and visual communication design major or design 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 major.
Schedule Type: Studio
Contact Hours: 6 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 TYPOGRAPHY I  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 B- grade; and photography major or visual communication design major or design minor.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 25000 DESIGN HISTORY AND THEORY  3 Credit Hours
This course is a chronological overview of design history and theory. Together we will examine design history and schools of thought, with a strong focus on the impact of the industrial revolution. We will explore aesthetics and theory and how art, architecture, and craft guilds shaped the modern design profession. Topics include the early alphabet, print, processes, illustration, photography, corporate design, modern design, and the advent of the GUI interface and modern digital design. Students will look at design history starting with the eighteenth century and working our way through the industrial revolution, Dadaism, World War I and II, Postmodernism, the rise of consumerism, social responsibility and the evolving role of the designer. This course has an inclusive perspective of design history, researching beyond the Bauhaus and Swiss perspective, looking at influences from Japan, Brazil, Morocco and Turkey. We will study various design heroes from minority communities and how religion has influenced design. This course also introduces students to female design leaders and their unique contributions to the design profession.
Prerequisite: VCD 13000.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

VCD 28003 DIGITAL IMAGING I  3 Credit Hours
Designed to give students an intermediate working knowledge of the digital photographic workflow, including intermediate Photoshop editing skills, an overview of Adobe Raw, Bridge and Lightroom along with color calibration and color management tools. Students will complete a series of photographic assignments to which they will apply this information.
Prerequisite: CCI 12001; and visual communication design major or photography 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 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 38004; and photo illustration 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 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: VCD 20010 and VCD 22001 and VCD 33000; and visual communication design major.
Schedule Type: Studio
Contact Hours: 6 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 23001 with a minimum B- grade; and visual communication design major.
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: VCD 20010 and VCD 22001 and VCD 33000; and visual communication design major.
Schedule Type: Studio
Contact Hours: 6 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: UDX 20001 or VCD 13000.
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: VCD 20010 and VCD 22001 and VCD 33000; and visual communication design major.
Schedule Type: Studio
Contact Hours: 6 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: UDX 20001 or VCD 13001.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 37000  VISUAL DESIGN FOR MEDIA  3 Credit Hours
Apply design concepts to computer-generated communication pieces using a layout software program. This course is a survey of the basic principles of two-dimensional design, typography, design concepts, color theory, and industry-standard layout and photography software (InDesign, Acrobat, and Photoshop). The class projects will enable the student to design experimentally, to develop critical thinking about aesthetics and to reflect on the impact of design on the users’ comprehension and response. This course may not be used towards degree requirements by visual communication design majors.
Prerequisite: None.
Schedule Type: Combined Lecture and Lab
Contact Hours: 2 lecture, 2 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 and VCD 38004 and CCI 12001.
Schedule Type: Studio
Contact Hours: 6 lab
Grade Mode: Standard Letter

VCD 38004  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: 9 other
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 48005 and VCD 48008; and photography major.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 38009  INTERNSHIP SEMINAR - PHOTOGRAPHY  1 Credit Hour
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: VCD 38004 and VCD 48005; and photography major; and sophomore standing.
Schedule Type: Seminar
Contact Hours: 1 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 28003 and VCD 38004.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 40025 PROFESSIONAL PORTFOLIO 3 Credit Hours
(Repeatable 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.
Prerequisite: Visual communication design 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 major within the bachelor of fine arts (BFA); and special approval.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

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 GLYPHIX RESEARCH LABORATORY 3 Credit Hours
(Repeatable for credit) (Slashed with VCD 50053) Professional experience through a research focused design studio. Involves responsibilities and procedures for the research, conceptual development and production of design materials for stakeholders including (but not limited to) businesses, on-campus organizations, nonprofit organizations, charities, art groups and select on-campus research initiatives and departments.
Prerequisite: Minimum B- grade in VCD 32000 or VCD 33001 or VCD 38004.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

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 40182 INTERNSHIP PREPARATION: DESIGN, ILLUSTRATION AND PHOTOGRAPHY 2 Credit Hours
Preparation for experience in studio, agency or company involving design, illustration or photography responsibilities and procedures to broaden a student’s understanding of the profession through real world job situations. Through this course, students will gain a better understanding of the types of design, illustration and photography internships and jobs; how to develop materials (resume, cover letter, etc.) necessary for an entry level job search; and professional skills necessary for professional practice in design, illustration and photography.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

VCD 40192 INTERNSHIP: DESIGN, ILLUSTRATION AND PHOTOGRAPHY (ELR) 1-4 Credit Hours
(Repeatable for credit) 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 38009 or VCD 40182.
Schedule Type: Practical Experience
Contact Hours: 3-12 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 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 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
(Slashed with VCD 42003) 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 and VCD 22001; 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 and VCD 22001.
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 bachelor of fine arts (BFA) or bachelor of arts (BA) in visual communication design 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 and VCD 22001.
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 major; and junior standing; and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

VCD 43001  INTERACTION DESIGN I  3 Credit Hours
(Slashed with VCD 53001) The conceptualization and prototyping of interactive experiences. Prerequisite: VCD 34006
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 43002  TYPOGRAPHY II  3 Credit Hours
(Slashed with VCD 53002) 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) in visual communication design (VCD).
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 43004  PROFESSIONAL COMMUNICATION FOR DESIGN  3 Credit Hours
(Slashed with VCD 53004) 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 22000, VCD 22001, VCD 23001, VCD 33000, VCD 33001 and VCD 34005; and visual communication design major.
Schedule Type: Studio
Contact Hours: 6 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 DESIGN 3 Credit Hours
(Slashed with VCD 53007) This course is an introduction to data visualizations and sequence-based information visualization. Students will focus on how design principles use composition, graphics, color, and typography to create news graphics; maps, charts, tables, and diagrams. Deliverables in this course will be both static and digital-based artifacts. Students must have intermediate knowledge in visual communication design (typography, color, composition, etc.) and skills in using Adobe Creative Suite (Illustrator, Photoshop, and InDesign). It is helpful if students have experience using Adobe Affects and have web design skills.
Prerequisite: VCD 13001.
Schedule Type: Studio
Contact Hours: 6 other
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, 22000, 23001; and bachelor of arts (BA) in the visual communication design major.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 43051 TYPE HIGH PRESS 3 Credit Hours
(Repeatable for credit) 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 major.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 43060 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 major within the bachelor of fine arts; and junior or senior standing.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 43101 INTERACTION DESIGN II 3 Credit Hours
(Slashed with VCD 53101) Students will continue their study of interaction design by working on two projects and two exercises. They will work to develop the content, to compile user research, structure the information architecture, design the interface and prototype their concepts. Students are encouraged to focus on a specific context and audience while demonstrating its use in a final prototype that represents a pathway of experience. Students will focus on the designer's role in the development of interactive spaces and communities, as well as the interdisciplinary exchange with other professionals (computer programmers, software developers, and marketing professionals). We will study human-computer interaction and focus on the needs of the user to create the best user experience. When possible, students will work on real-world projects that allow for collaboration with programmers and developers.
Prerequisite: VCD 43001.
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 or HONR 10297; 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
(Slashed 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
(Slashed 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 46002 RESPONSIVE WEB DESIGN 3 Credit Hours
(Slashed with VCD 56002) Students learn the fundamental principles for developing standards-based web sites from a mobile-first and content-first perspective. Explore each aspect of an agile-inspired process, during which students will learn each step of what it takes to build a website and ensure its functionality for its users in terms of both usability and performance.
Prerequisite: VCD 21000.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

VCD 46003 TYPOGRAPHY III 3 Credit Hours
(Slashed with VCD 56003) 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 43002
Schedule Type: Studio
Contact Hours: 6 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 major; and special approval.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 48005 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 28003 and VCD 38004; and photography or visual communication design major.
Schedule Type: Studio
Contact Hours: 3 other
Grade Mode: Standard Letter

VCD 48008 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 38004 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 48009 FASHION PHOTOGRAPHY 3 Credit Hours
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 38004; and photography or visual communication design major.
Schedule Type: Studio
Contact Hours: 1 lecture, 4 other
Grade Mode: Standard Letter

VCD 48010 ARCHITECTURAL PHOTOGRAPHY 3 Credit Hours
(Slashed with VCD 58010) The course introduces and develops professional practice and techniques for expressing exterior and interior architectural space including image capture, composition, lighting, staging, technical and esthetic considerations, post-production, camera functionality, among others. Other explorations include Art in Architectural Photography and the Architectural Documentary. DSLR camera or equivalent is needed for this course. Refer to Recommended Camera List for suggestions, provided within syllabus.
Prerequisite: Junior standing.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter
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School of Visual Communication Design
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 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 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 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 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 (VCD); 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 I  3 Credit Hours  
(Slashed with VCD 43001) The conceptualization and prototyping of interactive experiences.  
Prerequisite: Graduate standing; and special approval.  
Schedule Type: Studio  
Contact Hours: 6 other  
Grade Mode: Standard Letter  

VCD 53002  TYPOGRAPHY II  3 Credit Hours  
(Slashed with VCD 43002) The use of typography (rather than visual imagery) as the primary design form in solving graphic communication problems.  
Prerequisite: Visual communication design major; and graduate standing.  
Schedule Type: Studio  
Contact Hours: 6 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 major; and graduate standing.  
Schedule Type: Studio  
Contact Hours: 6 other  
Grade Mode: Standard Letter  

VCD 53004  PROFESSIONAL COMMUNICATION FOR DESIGN  3 Credit Hours  
(Slashed with VCD 43004) 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
(Slashed with VCD 43005) 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: Visual communication design major; and graduate standing; and special approval.
Schedule Type: Studio
Contact Hours: 6 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 and individually directed research component.
Prerequisite: Graduate standing.
Schedule Type: Studio
Contact Hours: 3 other
Grade Mode: Standard Letter

VCD 53007 INFORMATION DESIGN 3 Credit Hours
(Slashed with VCD 43007) This course is an introduction to data visualizations and sequence-based information visualization. Students will focus on how design principles use composition, graphics, color, and typography to create news graphics; maps, charts, tables, and diagrams. Deliverables in this course will be both static and digital-based artifacts. Students must have intermediate knowledge in visual communication design (typography, color, composition, etc.) and skills in using Adobe Creative Suite (Illustrator, Photoshop, and InDesign). It is helpful if students have experience using Adobe Affects and have web design skills.
Prerequisite: Graduate standing.
Schedule Type: Studio
Contact Hours: 6 other
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 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 major; and graduate standing.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 53101 INTERACTION DESIGN II 3 Credit Hours
(Slashed with VCD 43101) Students will continue their study of interaction design by working on two projects and two exercises. They will work to develop the content, to compile user research, structure the information architecture, design the interface and prototype their concepts. Students are encouraged to focus on a specific context and audience while demonstrating its use in a final prototype that represents a pathway of experience. Students will focus on the designer's role in the development of interactive spaces and communities, as well as the interdisciplinary exchange with other professionals (computer programmers, software developers, and marketing professionals). We will study human-computer interaction and focus on the needs of the user to create the best user experience. When possible, students will work on real-world projects that allow for collaboration with programmers and developers.
Prerequisite: 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
(Slashed 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 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
(Slashed 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 major; and graduate standing.
Schedule Type: Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter-IP

VCD 56002 RESPONSIVE WEB DESIGN 3 Credit Hours
(Slashed with VCD 46002) In this course you will learn the fundamental principles for developing standards-based web sites from a mobile-first and content-first perspective. We will explore each aspect of an agile-inspired process, during which you’ll learn each step of what it takes to build a website and ensure its functionality for its users in terms of both usability and performance.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
VCD 56003 TYPOGRAPHY III 3 Credit Hours
(Resolver con VCD 46003) Aplicando reglas tipográficas en proyectos avanzados. Organización de grandes cantidades de texto en arquitecturas complejas y diseño de espacio visual controlado por el usuario. Exploración de información dinámica, sonido y secuencias de movimiento.
Prerequisite: Graduate standing; and special approval.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 58010 ARCHITECTURAL PHOTOGRAPHY 3 Credit Hours
(Resolver con VCD 48010) El curso introduce y desarrolla la práctica profesional y técnicas para expresar exterior e interior del espacio arquitectónico, incluyendo la captura de imagen, composición, iluminación, encuadre, consideraciones técnicas y estéticas, post-producción, cámara funcionalidad, entre otros. Otros exploraciones incluyen el arte de la fotografía arquitectónica y el Documental Arquitectónico. El objetivo principal de este curso es proporcionar una base sólida para el diseño gráfico y las técnicas de fotografía arquitectónica. El curso cubrirá temas como la planificación, la implementación y la exploración de otros temas relacionados con el arte de la fotografía arquitectónica. El curso se divide en dos partes: la teoría y la práctica.
Prerequisite: Graduate standing.
Schedule Type: Individual Investigation
Contact Hours: 3 other
Grade Mode: Standard Letter-IP

VCD 60009 CANDIDACY REVIEW/GRAPHIC DESIGN AND ILLUSTRATION 1 Credit Hour
Curso formal de revisión para el trabajo realizado en los primeros 12 créditos del semestre, incluyendo diseño gráfico e ilustración para ambos M.F.A. y M.A.
Prerequisite: Graduate standing.
Schedule Type: Individual Investigation
Contact Hours: 1 other
Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 60010 DESIGN RESEARCH METHODS 3 Credit Hours
Curso introductorio al diseño y las metodologías de investigación aplicadas en el campo del diseño gráfico. Los estudiantes aprenderán a desarrollar estrategias de investigación, táticas y herramientas, y utilizarán sus habilidades para explorar ideas y contenidos gráficos, y entenderán las metodologías de investigación en el contexto del diseño gráfico actual.
Prerequisite: Visual communication design 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 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 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 projects. 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 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 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 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 illustration.  
Prerequisite: Graduate standing.  
Schedule Type: Studio  
Contact Hours: 1-4 other  
Grade Mode: Standard Letter/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: Project or Capstone  
Contact Hours: 4 other  
Grade Mode: Satisfactory/Unsatisfactory/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) (Slashed with VCD 80171) 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 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 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  
(Slashed 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 80171  CRITICAL PRACTICES IN DESIGN RESEARCH  3 Credit Hours
(Repeatable for credit) (Slashed with VCD 60171) 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. This course is not repeatable.
Prerequisite: Doctoral standing.
Schedule Type: Seminar
Contact Hours: 3 lecture
Grade Mode: Standard Letter

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