VISUAL COMMUNICATION DESIGN (VCD)

VCD 13000  INTRODUCTION TO VISUAL COMMUNICATION DESIGN  3 Credit Hours
Introduction to the fields of design and illustration as well as the related professional practices. Focus on historical overview, industry standards, ethics, employment opportunities, creative design processes and skills.
Prerequisite: photo illustration (PHOI) or visual communication design (VCD) major or design (DSGN) minor.
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: photo illustration (PHOI) major, visual communication design (VCD) major, or design minor (DSGN).
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 (VCD) major; or photo illustration (PHOI) major; or photo illustration (PHOI) minor.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 18002  PHOTOGRAPHY II  3 Credit Hours
Elaborates upon the basic technical information covered in VCD 18000. Through a set of sequential and interrelated problems, this course is designed to touch upon photographic situations that frequently affect the working professional in the studio or field.
Prerequisite: VCD 13000 or VCD 14001; and VCD 13001; and VCD 18000; and visual communication design (VCD) major or photo illustration (PHOI) 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 (VCD) or photo illustration (PHOI) 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 20100  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 (VCD) or photo illustration (PHOI) major or information design (INFD) 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 Photo-Illustration (PHOI) 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 majors (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 photo illustration (PHOI) or visual communication design (VCD) or design (DSGN) minor.
Schedule Type: Studio
Contact Hours: 3 other
Grade Mode: Standard Letter

VCD 28001  ADVANCED PHOTOGRAPHY  3 Credit Hours
Use of specialized strobe lighting equipment, materials and techniques. Development of conceptual abilities and problem-solving skills as applied to studio portraiture, still life and location photography. Special equipment 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 140001; and VCD 13001; and VCD 18000; and visual communication design (VCD) major or photo-illustration (PHOI) 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: photo illustration (PHOI) major or minor; or photo journalism (PHOJ) major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

VCD 28005  COLOR PHOTOGRAPHY  3 Credit Hours
The discipline of color photography is explored through a range of lectures, assignments and critiques. Color theory, additive and subtractive color mixing and color management of printing are studied in-depth throughout the semester.
Prerequisite: VCD 28001 and VCD 28003.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 28007  ADVANCED DIGITAL IMAGING  3 Credit Hours
Designed to give students an advanced working knowledge of digital photographic manipulation. Includes Photoshop editing skills including selection techniques, advanced masking and compositing, specialized retouching, color manipulation and painting techniques, and lighting effects. Students will complete a series of photographic assignments through which they can apply this information.
Prerequisite: VCD 18002 and VCD 28003; and photo-illustration (PHOI) major or minor or visual communication design (VCD) 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: visual communication design (VCD) major; VCD 32000 and 33000 and corequisites 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 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, photo illustration (PHOI) major or user experience design (UXDE) 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 (VCD) major, photo illustration (PHOI) major or user experience design (UXDE) 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 basic studio setups and controlled lighting with special emphasis on the inter-relationship of photography and typography in communication. Unique solutions are created through the use of the camera and image manipulation programs.
Prerequisite: VCD 23001 and VCD 20096.
Schedule Type: Studio
Contact Hours: 3 lab
Grade Mode: Standard Letter

VCD 38007 PHOTO-ILLUSTRATION TECHNIQUES  3 Credit Hours
Creative photography for advertising and editorial uses. Art director and photographer relationship stressed in assignments.
Prerequisite: VCD 20096; and VCD 28005; and VCD 28007; and photo-illustration (PHOI) major.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter
VCD 38009  INTERNSHIP SEMINAR - PHOTO-ILLUSTRATION  2 Credit Hours
Students prepare materials such as cover letters, resumes, employment applications and individual portfolios in preparation for interviewing for an internship in their field of study.
Prequisite: VCD 20096 or JMC 32002; and Photo-Illustration (PHOI) or Journalism (JNL) major.
Schedule Type: Seminar
Contact Hours: 2 other
Grade Mode: Satisfactory/Unsatisfactory

VCD 38011  EDITORIAL PHOTOGRAPHY  3 Credit Hours
Hybrid design and photography course where designers and photographers work together in teams to develop editorial solutions for various publications. Emphasis is placed on the interrelationship of photography and typography in communication.
Prequisite: Photo-Illustration (PHOI) major and VCD 20096; or visual communication design (VCD) major and VCD 20196; and special approval.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 40025  PROFESSIONAL PORTFOLIO  2 Credit Hours
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.
Prequisite: special approval; and visual communication design (VCD) major.
Schedule Type: Studio
Contact Hours: 4 other
Grade Mode: Satisfactory/Unsatisfactory

VCD 40035  PROFESSIONAL PORTFOLIO BFA DESIGN  2 Credit Hours
Develop a professional portfolio in design and 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.
Prequisite: Visual Communication Design (VCD) major within the Bachelor of Fine Arts (BFA); and special approval.
Schedule Type: Studio
Contact Hours: 4 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.
Prequisite: 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.
Prequisite: none.
Schedule Type: Practicum or Internship
Contact Hours: 1-8 other
Grade Mode: Satisfactory/Unsatisfactory-IP
Attributes: Experiential Learning Requirement

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 student’s understanding of the profession through real job situations.
Prequisite: 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.
Prequisite: 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.
Prequisite: none.
Schedule Type: Individual Investigation
Contact Hours: 1-8 other
Grade Mode: Standard Letter-IP

VCD 40192  INTERNSHIP II-GRAPHIC DESIGN/ILLUSTRATION/PHOTO-ILLUSTRATION (ELR)  1-6 Credit Hours
(Repeatable for credit) Three credit hours required; maximum of 6 credit hours allowable. 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.
Prequisite: VCD 40092 or VCD 38009.
Schedule Type: Practicum or Internship
Contact Hours: 1-6 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.
Prequisite: none.
Schedule Type: Workshop
Contact Hours: 1-3 other
Grade Mode: Satisfactory/Unsatisfactory-IP
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
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: special approval; and Bachelor of Fine Arts (BFA) visual communication design (VCD) and junior standing.
Schedule Type: Studio
Contact Hours: 5 other
Grade Mode: Standard Letter

VCD 42002 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: special approval; and Bachelor of Fine Arts (BFA) visual communication design (VCD) and junior standing.
Schedule Type: Studio
Contact Hours: 5 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: special approval; and Bachelor of Fine Arts (BFA) visual communication design (VCD) major and junior standing.
Schedule Type: Studio
Contact Hours: 5 other
Grade Mode: Standard Letter

VCD 42005 CHARACTER DEVELOPMENT AND DESIGN 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 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: special approval; and visual communication design (VCD) major and junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

VCD 43001 INTERACTION DESIGN 3 Credit Hours
The conceptualization and prototyping of interactive experiences.
Prerequisite: UXD 20001 or VCD 33001; and VCD 34006; and Visual Communication Design (VCD) major, Photo Illustration (PHOI) 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: special approval; and Bachelor of Fine Arts (BFA) visual communication design (VCD) and junior standing.
Schedule Type: Studio
Contact Hours: 5 other
Grade Mode: Standard Letter

VCD 43003 CORPORATE IDENTITY/GRAPHIC DESIGN 3 Credit Hours
Use of graphic design forms (typography, photography and illustration) in the development of corporate identification for total advertising programs.
Prerequisite: special approval; and Bachelor of Fine Arts (BFA) visual communication design (VCD) and junior standing.
Schedule Type: Studio
Contact Hours: 5 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: special approval; and visual communication design (VCD) major and VCD 13000, VCD 13001, VCD 20196, VCD 22000, VCD 22001, VCD 23001, VCD 32000, VCD 33000, VCD 33001 and VCD 34005.
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: Bachelor of Arts (BA) in the visual communication design (VCD) major and VCD 13000, 13001, 20196, 22000, 23001.
Schedule Type: Combined Lecture and Lab
Contact Hours: 4 other
Grade Mode: Standard Letter

VCD 43051 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: special approval; and VCD 13000, 13001, 20196, 22000, 23001.
Schedule Type: Studio
Contact Hours: 5 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: junior or senior standing; and Visual Communication Design (VCD) major within the Bachelor of Fine Arts (BFA).
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: special approval; and Visual Communication Design (VCD) major; and VCD 13000, VCD 13001, VCD 20196, VCD 22000, VCD 22001, VCD 23001, VCD 32000, VCD 33000, VCD 33001, VCD 34005.
Schedule Type: Combined Lecture and Lab
Contact Hours: 3 other
Grade Mode: Standard Letter-IP

VCD 46005 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: Photo-illustration (PHOI) 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 - PHOTO-ILLUSTRATION  2 Credit Hours
Students will develop a senior-level professional portfolio and exhibition through a selection and refinement of previously completed classroom work. Students will develop projects in areas of deficiency with emphasis on organization and presentation. Satisfactory/unsatisfactory (S/U) graded.
Prerequisite: Photo-illustration (PHOI) major; and special approval.
Schedule Type: Studio
Contact Hours: 4 other
Grade Mode: Satisfactory/Unsatisfactory
VCD 48009  FASHION PHOTOGRAPHY  3 Credit Hours
(Cross-listed with JMC 42009) Instruction in studio lighting, filters and special effects. Emphasis on editorial and advertising fashion photography. Studio and location assignments.
Prerequisite: VCD 28003 and VCD 28001; and photo illustration (PHOI) or visual communication design (VCD) 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: junior or senior standing; and photo illustration (PHOI) or visual communication design (VCD) major.
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: senior standing and VCD 49098.
Schedule Type: Research
Contact Hours: 2 other
Grade Mode: Standard Letter-IP
Attributes: Experiential Learning Requirement, Writing Intensive Course

VCD 49199  SENIOR CAPSTONE (ELR)  3 Credit Hours
A final visual project in graphic design or illustration structured by a senior (with approval by faculty), completed independently and presented for review and evaluation by a faculty committee.
Prerequisite: Senior standing; and photo illustration major (PHOI) or visual communication design (VCD) major; and special approval.
Schedule Type: Senior Project/Honors Thesis
Contact Hours: 3 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 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  2 Credit Hours
(Repeatable for credit) 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. Satisfactory/unsatisfactory (S/U) graded.
Prerequisite: special approval and graduate standing.
Schedule Type: Studio
Contact Hours: 4 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 a maximum of 2 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: 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 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: standard Letter-S/U
Schedule Type: Studio
Contact Hours: 5 other
Grade Mode: Standard Letter-IP

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 50198  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: senior standing and VCD 49098.
Schedule Type: Research
Contact Hours: 2 other
Grade Mode: Standard Letter-IP
Attributes: Experiential Learning Requirement, Writing Intensive Course

VCD 49199  SENIOR CAPSTONE (ELR)  3 Credit Hours
A final visual project in graphic design or illustration structured by a senior (with approval by faculty), completed independently and presented for review and evaluation by a faculty committee.
Prerequisite: Senior standing; and photo illustration major (PHOI) or visual communication design (VCD) major; and special approval.
Schedule Type: Senior Project/Honors Thesis
Contact Hours: 3 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 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  2 Credit Hours
(Repeatable for credit) 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. Satisfactory/unsatisfactory (S/U) graded.
Prerequisite: special approval and graduate standing.
Schedule Type: Studio
Contact Hours: 4 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: Satisfactory/Unsatisfactory-IP

VCD 50092  INTERNSHIP-GRAPHIC DESIGN AND ILLUSTRATION  1-6 Credit Hours
(Repeatable for a maximum of 2 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: 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 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: standard Letter-S/U
Schedule Type: Studio
Contact Hours: 5 other
Grade Mode: Standard Letter-IP

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 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: special approval and graduate standing.  
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: special approval and graduate standing.  
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  CORPORATE IDENTITY/GRAPHIC DESIGN  
3 Credit Hours  
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: 5 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: special approval and graduate standing.  
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: special approval; visual communication design and graduate standing.  
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 and 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:** special approval and graduate standing.
**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:** special approval and graduate standing.
**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
(Repealable 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 60053 GRAPHIC DESIGN STUDIO MANAGEMENT-GLYPHIX 1-6 Credit Hours
(Repealable for a maximum of 12 credit hours) Professional studio management experience through internal design studio-glyphix. Involves responsibilities for coordinating undergraduate student designers, clients and vendors. Oversight of scheduling production and quality control.
Prerequisite: Graduate standing. 
Schedule Type: Studio 
Contact Hours: 1-6 other 
Grade Mode: Standard Letter

VCD 60121 USER EXPERIENCE DESIGN IN PRACTICE 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 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-S/U-IP

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 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 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 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