

SCHOOL OF VISUAL COMMUNICATION DESIGN

College of Communication and Information
 School of Visual Communication Design
 241 Taylor Hall
 Kent Campus
 330-672-7856
 vcd@kent.edu
 www.kent.edu/vcd

Undergraduate Programs

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

Minors

- Design
- Information Design
- Photography
- User Experience Design

Graduate Programs

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

School of Visual Communication Design Faculty

- Alenquer, Daniel P. , Professor
- Barness, Jessica S. (2012), Professor, M.F.A., University of Minnesota-Twin Cities, 2012
- Coorey, Jillian S. (2010), Professor, M.F.A., University of Illinois at Chicago, 2010
- Katila, Sanda S. (1990), Associate Professor, M.F.A., Kent State University, 1993
- Kennedy, Jaime D. (2007), 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., Kent State University, 2023
- O'Grady Visocky , Kenneth J. (1997), Professor, M.F.A., Kent State University, 2000
- Rahmati, Hadi (2023), Assistant Professor
- Rinnert, Gretchen C. (2008), Professor, M.F.A., North Carolina State University at Raleigh, 2008
- Roll, David (2015), Associate Professor, M.A., Kent State University, 2007
- Zika, Joel (2022), Assistant Professor

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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 17000 COLOR: THEORY AND APPLICATION 3 Credit Hours

This course provides students with an in-depth discovery and application of color theory through practical hands-on experience using paint and collage techniques. A sequence of exercises, problems, and lectures are designed with specific color objectives in mind, providing students with a direct physical experience of color structure and interconnections, and how they impact the eye and mind. Visual examples and media demonstrations, including hand techniques, mixing color, applying paint and exploring cut and torn collage elements are provided to enhance learning objectives and creative outcomes. Projects are based on the relative effects of hue, saturation, color temperature and value. The language of color is both intentional and efficient.

Prerequisite: None.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 20010 DESIGN RESEARCH AND METHODS 3 Credit Hours

This course is an 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. 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 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, spatial organization and use of reference material.

Prerequisite: VCD 13000; and a minimum B- grade in VCD 13001.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 22001 DESIGN/ILLUSTRATION TECHNIQUES II 3 Credit Hours

Continuation of Design Illustration Techniques I foundational drawing and composition skills. Introduction to color theory as it applies to illustration and design. Students explore color mixing and color schemes through traditional watercolor and digital color approaches.

Prerequisite: VCD 22000.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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 a minimum B- grade in VCD 13001.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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 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, VCD 22001 and VCD 33000.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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: Minimum B- grade in VCD 23001.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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 33000.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 33101 INTERACTION DESIGN I 3 Credit Hours

The conceptualization and prototyping of interactive experiences.

Prerequisite: VCD 23001.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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 13000.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

VCD 34005 ELEMENTS OF BRAND DESIGN 3 Credit Hours

This course is an introduction to the creative process of designing brand communications. Key components include identity elements, packaging programs and other brand experiences.

Prerequisite: VCD 20010 and VCD 22001 and VCD 33000.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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 and others.

Prerequisite: VCD 48005.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

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: None.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 40089 GRAPHIC DESIGN-TRAVEL AND FIELD EXPERIENCE (DIVG) (ELR) 3 Credit Hours

(Repeatable for credit) (Slashed with VCD 50089) Development of awareness and understanding in the practical application of graphic design and communication through directed field trip experience.

Prerequisite: School of visual communication major or minor.

Schedule Type: International Experience, Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

Attributes: Diversity Global, Experiential Learning Requirement

VCD 40095 SPECIAL TOPICS IN DESIGN, ILLUSTRATION AND PHOTOGRAPHY 1-3 Credit Hours

(Repeatable for credit) (Slashed with VCD 50095) Explores topics of special interest in design, illustration, and photography not covered in existing courses. Not offered every semester; the topic is announced when the course is scheduled.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 1-3 lecture

Grade Mode: Standard Letter

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 IN DESIGN, ILLUSTRATION AND PHOTOGRAPHY 1-3 Credit Hours

(Repeatable for credit) (Slashed with VCD 50195) Explores selected topics of interest in design, illustration, and photography not covered in existing courses. Not offered every semester; the topic is announced when the course is scheduled.

Prerequisite: Visual Communication Design majors and minors or Photography majors and minors.

Schedule Type: Lecture

Contact Hours: 1-3 lecture

Grade Mode: Standard Letter

VCD 40295 SELECTED TOPICS IN DESIGN, ILLUSTRATION AND PHOTOGRAPHY 3 Credit Hours

(Repeatable for credit) (Slashed with VCD 50295) Explores selected topics of interest in design, illustration, and photography not covered in existing courses. Not offered every semester; the topic is announced when the course is scheduled.

Prerequisite: Visual Communication Design majors and minors or Photography majors and minors.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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 and VCD 22001.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 42003 ADVERTISING ILLUSTRATION 3 Credit Hours

(Slashed with VCD 52003) 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.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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 and VCD 22001.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 43003 IDENTITY SYSTEMS 3 Credit Hours

(Slashed with VCD 53003) This course is an in-depth investigation into the development of identity systems as a foundational visual design framework for communications. This includes the study of design of type, symbols, and pictorial elements as both singular marks and as a system. This is followed by the design of an overall communications program. The final product includes the documentation of design guidelines, through a rigorous process of research and analysis, creative ideation and design development.

Prerequisite: VCD 33001.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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 INTEGRATED BRAND DESIGN 3 Credit Hours

(Slashed with VCD 53005) This course explores the design and development of a comprehensive brand program. From design strategy and identity elements through a range of tactical applications and environments, it results in the documentation of an integrated brand program.

Prerequisite: VCD 34005.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 43006 BRAND EXPERIENCES 3 Credit Hours

(Slashed with VCD 53006) This course investigates the unique design opportunities of communications in the built environment. It includes interpretive storytelling, identity, wayfinding, and placemaking and promotion for a variety of communication needs. Considerations include human scale, dimension, legibility, materiality, and fabrication. It follows a process of research and analysis, strategy, ideation, design development, and design intent documentation. Projects are often site specific and sometimes executed in small teams.

Prerequisite: VCD 34005.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 43051 TYPE HIGH PRESS 3 Credit Hours

(Repeatable for credit) (Slashed with VCD 53051) 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, VCD 13001, VCD 22000, VCD 23001 and VCD 33000.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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; and junior or senior standing.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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 33101.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 44006 MOTION DESIGN I 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 13001.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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 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 EXPERIMENTAL TYPOGRAPHY 3 Credit Hours

(Slashed with VCD 56003) This course uses typography as an instrument for conceptual and creative expression and communication. Projects emphasize typographic research, process, experimentation and interpretation. Artifacts can range from screen-based solutions, print pieces, 3D experiences and more, with a strong emphasis on type.

Prerequisite: VCD 33001.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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 branding 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 48005 COLOR PHOTOGRAPHY 3 Credit Hours

This course introduces students to the technical and aesthetic considerations of color theory and practice in color photography. The main objective of the course is to combine an in-depth study of color theory with theoretical and practice-based systems and other color theory explorations. The course will also cover the technical aspects of color in photography, including management, implementation, color temperature, and digital color correction. Students will use these skills, their own research and lecture information and utilize them through a series of technical and aesthetic assignments to their own images created specifically for this course.

Prerequisite: VCD 28003 and VCD 38004.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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 28003 and VCD 38004.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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: None.

Schedule Type: Lecture, Combined Lecture and Studio, 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 48092 PRACTICUM IN PHOTOGRAPHY (ELR) 1-3 Credit Hours
(Repeatable for a total of 10 hours) Individual or group investigation into student selected areas of photographic field.

Prerequisite: Photography or visual communication design major; and junior and senior standing.

Schedule Type: Practical Experience

Contact Hours: 7-21 other

Grade Mode: Standard Letter

Attributes: Experiential Learning Requirement

VCD 49198 RESEARCH PAPERS AND PROPOSALS FOR DESIGN, ILLUSTRATION AND PHOTOGRAPHY (ELR) (WIC) 2 Credit Hours

Course explores writing for creative professionals, including designers, photographers and illustrators. Students define and practice writing in the academic setting and the professional arena. Students practice writing creative briefs, proposals and contracts. They also develop estimates and grant proposals in order to secure funding and determine budgets. At the end of the semester, students practice presenting ideas through writing and oral presentations. Students are encouraged to combine course efforts by writing about a senior capstone project, an individual investigation or another project in an upper-level studio course. Writing about current or recent work helps students apply writing techniques in concrete and tangible scenarios.

Prerequisite: Senior standing.

Pre/corequisite: VCD 34004.

Schedule Type: Research

Contact Hours: 2 other

Grade Mode: Standard Letter-IP

Attributes: Experiential Learning Requirement, Writing Intensive Course

VCD 49199 CAPSTONE PROJECT (ELR) 3 Credit Hours

(Repeatable for credit) A capstone project in design, illustration, or photography structured by the student (with approval by faculty), culminating in a final presentation or exhibit.

Prerequisite: VCD 13001; and senior standing.

Schedule Type: Lecture, Combined Lecture and Studio, Project or Capstone, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter-IP

Attributes: Experiential Learning Requirement

VCD 50053 GLYPHIX RESEARCH LABORATORY 3 Credit Hours

(Repeatable for credit) (Slashed with VCD 40053) Professional experience through a research focused an internal design studio. Involves responsibilities and procedures for the research, conceptual development and production of design communication materials for stakeholders off-campus clients including (but not limited to) businesses, on-campus nonprofit organizations, nonprofit organizations, charities, art arts groups and selected on-campus groups and select on-campus research initiatives and departments.

Prerequisite: Graduate standing.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 50089 GRAPHIC DESIGN-TRAVEL AND FIELD EXPERIENCE 3 Credit Hours

(Repeatable for credit) (Slashed with VCD 40089) Development of awareness and understanding in the practical application of graphic design and communication through directed field trip experience.
Prerequisite: Visual Communication Design major; and graduate standing.

Schedule Type: Lecture, Combined Lecture and Studio, Studio
Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

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

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

Prerequisite: Graduate standing.

Schedule Type: Practical Experience

Contact Hours: 1-6 other

Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 50095 SPECIAL TOPICS IN DESIGN, ILLUSTRATION AND PHOTOGRAPHY 1-3 Credit Hours

(Repeatable for credit) (Slashed with VCD 40095) Explores topics of special interest in design, illustration, and photography not covered in existing courses. Not offered every semester; the topic is announced when the course is scheduled.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 1-3 lecture

Grade Mode: Standard Letter

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 IN DESIGN, ILLUSTRATION AND PHOTOGRAPHY 1-3 Credit Hours

(Repeatable for credit) (Slashed with VCD 40195) Explores selected topics of interest in design, illustration, and photography not covered in existing courses. Not offered every semester; the topic is announced when the course is scheduled.

Prerequisite: Visual communication design major; and graduate standing.

Schedule Type: Lecture

Contact Hours: 1-3 lecture

Grade Mode: Standard Letter

VCD 50295 SELECTED TOPICS IN DESIGN, ILLUSTRATION AND PHOTOGRAPHY 3 Credit Hours

(Repeatable for credit) (Slashed with VCD 40295) Explores selected topics of interest in design, illustration, and photography not covered in existing courses. Not offered every semester; the topic is announced when the course is scheduled.

Prerequisite: Visual communication design major; and graduate standing.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 52002 EDITORIAL ILLUSTRATION 3 Credit Hours

(Slashed with VCD 42002) 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 52003 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: Visual communication design major; and graduate standing.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 52005 CHARACTER DEVELOPMENT AND DESIGN: THE HUMAN FIGURE 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 53003 IDENTITY SYSTEMS 3 Credit Hours

(Slashed with VCD 43003) This course is an in-depth investigation into the development of identity systems as a foundational visual design framework for communications. This includes the study of design of type, symbols and pictorial elements as both singular marks and as a system. This is followed by the design of an overall communications program.

The final product includes the documentation of design guidelines, through a rigorous process of research and analysis, creative ideation and design development.

Prerequisite: Visual communication design major; and graduate standing.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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 INTEGRATED BRAND DESIGN 3 Credit Hours

(Slashed with VCD 43005) This course explores the design and development of a comprehensive brand program. From design strategy and identity elements through a range of tactical applications and environments, it results in the documentation of an integrated brand program.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 53006 BRAND EXPERIENCES 3 Credit Hours

(Slashed with VCD 43006) This course investigates the unique design opportunities of communications in the built environment. It includes interpretive storytelling, identity, wayfinding and placemaking and promotion for a variety of communication needs. Considerations include human scale, dimension, legibility, materiality, and fabrication. It follows a process of research and analysis, strategy, ideation, design development and design intent documentation. Projects are often site specific, and sometimes executed in small teams.

Prerequisite: Graduate standing.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 53051 TYPE HIGH PRESS 3 Credit Hours

(Repeatable for credit) (Slashed with VCD 43051) 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 54006 MOTION DESIGN I 3 Credit Hours

(Slashed with VCD 44006) 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: Graduate standing.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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 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 EXPERIMENTAL TYPOGRAPHY 3 Credit Hours

(Slashed with VCD 46003) This course uses typography as an instrument for conceptual and creative expression and communication. Projects emphasize typographic research, process, experimentation and interpretation. Artifacts can range from screen-based solutions, print pieces, 3D experiences, and more, with a strong emphasis on type.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter-IP

VCD 58010 ARCHITECTURAL PHOTOGRAPHY 3 Credit Hours

(Slashed with VCD 48010) 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: Graduate standing.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

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 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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 graduate standing.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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, VCD 60011 and VCD 60012; and graduate standing.

Schedule Type: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Standard Letter

VCD 60020 GRADUATE STUDIO IN VISUAL COMMUNICATION DESIGN 3 Credit Hours

(Repeatable for credit) 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: Lecture, Combined Lecture and Studio, Studio

Contact Hours: 1 lecture, 4 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 or 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 MASTER OF ARTS PROJECT GRAPHIC DESIGN AND ILLUSTRATION 3 Credit Hours

A research project for 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: Lecture, Combined Lecture and Studio, Project or Capstone, Studio

Contact Hours: 1 lecture, 4 other

Grade Mode: Satisfactory/Unsatisfactory-IP

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 61099 GRADUATE PORTFOLIO/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 Master of Fine Arts and Master of Arts.

Prerequisite: Graduate standing.

Schedule Type: Project or Capstone

Contact Hours: 1 other

Grade Mode: Satisfactory/Unsatisfactory-IP

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