ARGD 110 - Graphic Technology for the Artist and Designer  
A survey of the techniques used in the production of all printed materials;  
the use of materials and equipment commonly used by commercial  
printers, graphic designers, photographers, and printmakers. Previous  
course ARGD 220 effective through Spring 2011. 3 hours lecture.

ARGD 211 - Fundamentals of Adobe Creative Suite - Mac  
A project and exercise-based approach to learning the programs used by  
graphic designers on Macintosh computers, covering the fundamentals  
of the latest versions of the Adobe Creative Suite series: Adobe Illustrator  
CS, InDesign CS, and Adobe Photoshop CS. These programs are  
prerequisite for all those interested in working within the design and  
publishing industries. The use of scanners for importing both art and  
text will also be investigated. Instruction in the course is tutorial-based,  
with supplemental lectures and demonstrations. 2 hours lecture, 4 hours  
studio.

ARGD 422 - Advanced Computer Graphics  
Prerequisite(s): ARFD 210 and 211. For Graphic Design majors only.  
Advanced problems in graphic design on the Macintosh computer.  
Emphasis will be placed on utilizing the Macintosh for solving design  
problems. Advanced page layout and graphic programs will be explored.  
Course is oriented toward the graphic designer. 2 hours lecture, 2 hours  
studio.

ARGD 423 - Advertising Design  
Prerequisite(s): VCDS 311. For Graphic Design majors only. The specific  
nature of advertising and its connection to graphic design. What is  
involved in creating an advertising campaign. How designers work with  
advertisers and copywriters. A brief history of advertising and advertising  
agencies. 4 hours studio.

ARGD 424 - Publication Design  
Prerequisite(s): VCDS 311. For Graphic Design majors only. How to  
effectively design a publication so that it easily communicates the  
client's needs. Combining type, photography and illustration in a page  
layout. Variations and limitations encountered in designing a publication.  
Design systems used in creating publications. 4 hours studio.

ARGD 434 - Package Design  
Prerequisite(s): VCDS 311. For Graphic Design majors only. A survey of  
the state of the art in packaging. Course projects will be based on the  
consumer product industry. Graphic problems for three-dimensional  
objects and display. Package design comprehensive techniques for  
art director and client presentation. Grasping product essence and  
interpreting client needs and the demands of the marketplace. 4 hours  
studio.

ARGD 500 - Graduate Graphic Design I  
Prerequisite(s): Departmental approval. Techniques and principles of  
design of printed matter and displays, elements of layout, illustration,  
typography, printing process, and preparation of copy for the printer. 4  
hours studio.

ARGD 510 - Graduate Graphic Design II  
Prerequisite(s): ARGD 500 or instructor's permission. Continuation of  
ARGD 500. Taken serially. 4 hours studio.

ARGD 521 - Graduate Typography I  
Prerequisite(s): Departmental approval. Styles and techniques of lettering  
applied in such forms as manuscripts, signs, posters, display and  
advertising layout. Brief introduction to typography. 4 hours studio.

ARGD 531 - Graduate Typography II  
Prerequisite(s): ARGD 521. Continuation of ARGD 521. Taken serially. 4  
hours studio.