

ART & DESIGN/GRAPHIC DESIGN (ARGD)

ARGD 110 - Graphic Technology for the Artist and Designer 3 Credits

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 3 Credits

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 3 Credits

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 3 Credits

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 3 Credits

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 3 Credits

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 3 Credits

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 3 Credits

Prerequisite(s): ARGD 500 or instructor's permission. Continuation of ARGD 500. Taken serially. 4 hours studio.

ARGD 521 - Graduate Typography I 3 Credits

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 3 Credits

Prerequisite(s): ARGD 521. Continuation of ARGD 521. Taken serially. 4 hours studio.