ARGD 110 # - Graphic Technology for the Artist and Designer  3 Credits
Special fee. 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.

ARGD 200 # - Graphic Design, Beginning I  3 Credits
Prerequisite(s): ARFD 122. Special fee. Introduction to graphic design principles. This course is involved in taking basic design information and translating it into a graphic design context, with main emphasis on communicating original ideas in a creative manner. Projects deal with graphic design principles, i.e., visual communication of information, composition, color, type, illustration, materials and methods of graphic design. Introduction to critique and presentation, along with the principle of the designer/client relationship. 6 hours studio.

ARGD 210 # - Graphic Design, Beginning II  3 Credits
Prerequisite(s): ARGD 200. For Graphic Design majors only. Special fee. Focuses on creative design development within various graphic design specialties: print (flat and folding); packaging; product & environmental graphics; and graphics for interactive media. Students explore typeface choice and proper use of typography, as well as professional methods of comping and presentation by hand and with industry standard software: this begins development of a student's graphic design portfolio. 2 hours lecture, 3.75 hours studio.

ARGD 211 # - Fundamentals of Adobe Creative Suite - Mac  3 Credits
Special fee. 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 221 # - Typography I  3 Credits
Prerequisite(s): For Graphic Design majors only. Corequisite(s): ARGD 210. Special fee. Typography I is an introduction to the history and design of letterforms. Students become proficient in typeface design and typeface selection through handwriting exercises and through projects that explore the effects of compositional variables such as point size, letterspacing, linespacing, and kerning. The course provides the basis for professional typesetting through its focus on the meaningful arrangement of language. 4 hours studio.

ARGD 280 # - Design in Visual Culture  3 Credits
Special fee. This course traces the development of visual communication from the first cave paintings to the present day. Presentations cover a wide range of visual communication, from printed forms - books, posters, packaging, and advertisements - to electronic media - television, computers, and the Internet. Emphasis is placed on how cultural and technological developments have affected our viewpoints of the relationship and use of images and typography. This course utilizes Blackboard for weekly quizzes and exams. 3 hours lecture. 4 hours studio.

ARGD 300 # - Graphic Design, Intermediate  3 Credits
Prerequisite(s): ARGD 210, ARGD 211 and ARGD 221. For Graphic Design majors only. Special fee. Builds upon the skills and processes learned in previous graphic design courses with emphasis on concept development and typographic systems. Proper production using industry standard software is stressed. Students prepare a portfolio of their work for evaluation at the end of the semester. This portfolio must include evidence of research, conceptual development, preliminary comps, and final designs for each class project. 4 hours studio.

ARGD 400 # - Graphic Design, Advanced I  3 Credits
Prerequisite(s): ARGD 300. For Graphic Design majors only. Special fee. Class emphasis is on reinforcing the design process, along with learning the business of design, i.e., bidding, contracts, scheduling and client presentation. In-class work time is divided between studio and computer lab. Student will develop a portfolio of their work for final review. 4 hours studio.

ARGD 410 # - Interactive Multimedia Design  3 Credits
Prerequisite(s): ARGD 210 or permission of instructor. For Graphic Design majors only. Special fee. This course is an introductory experience in multimedia design on the Macintosh computer. It provides students with a conceptual background and the working knowledge necessary to produce a variety of interactive multimedia materials for the Web and presentation visuals. The focus of the course is on developing the skills, techniques, and creative components needed to create interactive and animated visuals, including the integration and editing of audio and video components. Current predominant software will provide the instructional course platform. 2 hours lecture, 2 hours lab.

ARGD 421 # - Typography II  3 Credits
Prerequisite(s): ARGD 300. For Graphic Design majors only. Special fee. Builds on the themes and procedures explored in Typography I. The course emphasizes craft, teamwork, and interdisciplinary problem solving methods as a means to solve complex typographic problems. Students formulate concepts and apply relevant typographic strategies by thinking intuitively and systematically. In addition to a sophisticated body of work in two- and three-dimensional formats, students also learn to use motion graphics software to produce kinetic typography. 4 hours studio.

ARGD 422 # - Advanced Computer Graphics  3 Credits
Prerequisite(s): ARGD 210 and 211. For Graphic Design majors only. Special fee. 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): ARGD 300. For Graphic Design majors only. Special fee. 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): ARGD 300. For Graphic Design majors only. Special fee. 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 425 # - Web Page Design 3 Credits
Prerequisite(s): ARGD 210 or permission of instructor. For Graphic Design majors only. Special fee. Web page design introduces students to the fundamentals of creating and managing Web sites. Specific attention focuses on learning what makes a good Web page, how to develop a plan for a Web site, and the problem solving techniques used in creating a workable Web site based on a defined audience. 2 hours lecture, 2 hours studio.

ARGD 434 # - Package Design 3 Credits
Prerequisite(s): ARGD 300. For Graphic Design majors only. Special fee. 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 435 # - Graphic Design Co-Op Work Exp 4 Credits
Prerequisite(s): ARGD 210 and departmental approval. Special fee. An internship at a graphic design studio, advertising agency, or related business at which the student will have the opportunity to work with professionals in the field of graphic design. May be repeated once for a total of 8.0 credits. 4 hours studio.

ARGD 460 # - Graphic Design, Advanced II 3 Credits
Prerequisite(s): ARGD 400. For Graphic Design majors only. Special fee. The final course in the sequence of graphic design courses, Graphic Design, Advanced II focuses on the development of a student's final portfolio of graphic design projects, along with the development of resume and cover letters. Students refine projects from previous courses, as well as adding new projects to focus their portfolio for their chosen specialization in graphic design. Students present their portfolios to faculty and invited designers at mid-term and at the end of the semester for critical review. 4 hours studio.

ARGD 500 # - Graduate Graphic Design I 3 Credits
Prerequisite(s): Departmental approval. Special fee. 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. Special fee. Continuation of ARGD 500. Taken serially. 4 hours studio.

ARGD 521 # - Graduate Typography I 3 Credits
Prerequisite(s): Departmental approval. Special fee. 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. Special fee. Continuation of ARGD 521. Taken serially. 4 hours studio.