Graphic Arts & Design

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The Graphic Arts and Design Department encompasses three distinct areas of study -- Graphic and Interactive Design, Photography, and Printmaking. Our mission is to prepare students for the challenges of each discipline and to help them maximize their potential as artists.

The Graphic Arts and Design faculty is made up of practicing artists and designers who are professionally active and able to teach the fundamental principles of their disciplines while keeping abreast of innovations in their fields. During the student's two-year program of coursework in the major, conceptual thinking aimed at the development of the student's personal artistic vision is stressed; at the same time, technical skills using appropriate tools and techniques to solve creative problems are developed. Our majors are encouraged to integrate each discipline's traditional image-making techniques with rapidly-evolving 21st-century digital technologies. Upon graduation, our students are prepared to enter their respective fields as professionals and to continue their growth as artists.

Programs

- Bachelor of Fine Arts in Graphic & Interactive Design (http://bulletin.temple.edu/undergraduate/tyler-art/graphic-arts-design/bfa-graphic-interactive-design)
- Bachelor of Fine Arts in Photography (http://bulletin.temple.edu/undergraduate/tyler-art/graphic-arts-design/bfa-photography)
- Bachelor of Fine Arts in Printmaking (http://bulletin.temple.edu/undergraduate/tyler-art/graphic-arts-design/bfa-print-making)

Courses

GAD 0822. Human Behavior and the Photographic Image. 3 Credit Hours.
How do photographs become more than just a pile of disparate images? Is there more to photography than that single "decisive moment" in the hunt and capture of an image? How do photographers comment on issues that are important to them? How can photographs tell a story? Is there a way one can use the art of photography to illicit change? In this class, students will use their digital cameras to investigate individual photographs, as well as series of photographs. We will look at photography in its historical context - at the advent of documentary photography and photojournalism, and at narrative photography in its more contemporary form, as photographers use it to chronicle their own lives and to tell a story. Through the exercises of looking at and making photographic images, several core concepts of social work, along with theories of human behavior in the social environment, will be introduced. Students will learn not only about the place photography holds in our culture, but our culture itself, and the students' place in that culture. Students will critically analyze published photographs, as well as photographs made during the class. The semester will culminate in a class exhibition where students will be given the opportunity to present their photographs to the public, demonstrating their understanding of human behavior in the social environment. NOTE: This course fulfills the Human Behavior (GB) requirement for students under GenEd and Individual & Society (IN) for students under Core. Students cannot receive credit for this course if they have successfully completed SSWU 0822.

Course Attributes: GB
Repeatability: This course may not be repeated for additional credits.

GAD 2001. Graphic Design. 3 Credit Hours.
This course introduces students to graphic design as a conceptual and visual discipline. Projects focus on solving visual problems from a wide range of topics in a variety of media. Graphic Design 2001 is the prerequisite for the Graphic and Interactive Design (GAID) major. A final grade of B-minus or better is required in this course for students who wish to major in GAID.

Field of Study Restrictions: May not be enrolled in one of the following Majors: Art History
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts, Bachelor of Science
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

Pre-requisites:
FDPR 1521|Minimum Grade of B-|May not be taken concurrently
OR FDP 1522|Minimum Grade of B-|May not be taken concurrently
OR VS 1651|Minimum Grade of B-|May not be taken concurrently.
GAD 2002. Graphic Design. 3 Credit Hours.
In this advanced sophomore level course students work on a variety of projects focusing on visual communication through type and image.
Field of Study Restrictions: May not be enrolled in one of the following Majors: Art History
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites: GAD 2001|Minimum Grade of B-|May not be taken concurrently.

GAD 2021. Computers for Design. 3 Credit Hours.
This course introduces students to the computer as a tool for design. Students learn the fundamentals of software most commonly found in design and imaging studios. Students work primarily in Adobe Photoshop, Illustrator and InDesign (Mac platform). Basic working knowledge of Adobe Photoshop and Illustrator is required. Students will be tested for basic competency in these programs on the first day of class.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts, Bachelor of Science
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites: FDPR 1521|Minimum Grade of B-|May not be taken concurrently
OR FDPR 1522|Minimum Grade of B-|May not be taken concurrently
OR VS 1651|Minimum Grade of B-|May not be taken concurrently.

GAD 2071. Introduction to Mac Design Programs. 3 Credit Hours.
This course introduces students to the computer as a tool for design. Students learn the fundamentals of software most commonly found in design and imaging studios. Students work primarily in Adobe Photoshop, Illustrator and InDesign (MAC platform). Basic working knowledge of Adobe Photoshop and Illustrator is required. Students will be tested for basic competency in these programs on the first day of class. NOTE: Prior to spring 2011, the course title was "Introduction to Computers for Design."
Repeatability: This course may be repeated for additional credit.
Pre-requisites: VS 1651|Minimum Grade of C-|May not be taken concurrently
OR FDPR 1521|Minimum Grade of C-|May not be taken concurrently
OR FDPR 1522|Minimum Grade of C-|May not be taken concurrently
OR BTMM 1701|Minimum Grade of C-|May not be taken concurrently.

GAD 2073. Introduction to Web Design. 3 Credit Hours.
This course instructs students in the fundamentals of interactive design with a focus on the use of interactive software, layout, typography, hierarchy and organization. Basic working knowledge of Adobe Photoshop and Illustrator required (MAC platform). Students will be tested for basic competency in these programs on the first day of class.
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

GAD 2075. Communication Through Graphic Design. 3 Credit Hours.
This course introduces students to creative thinking processes and techniques as they relate to visual communication. Students will present ideas and information on a wide range of topics through visual rather than verbal language. Very basic drawing skills will be needed for this course.
Repeatability: This course may be repeated for additional credit.

GAD 2076. Introduction to Web Programming and Production. 3 Credit Hours.
Students will learn how to program and produce a simple web site from provided design templates. The web site will be completed using Adobe Dreamweaver as the main production tool, and will also include an introduction to the programming languages, CSS, HTML, and Javascript fundamentals. Students will complete a fully functioning web site, programmed in the professional, industry-standard model. NOTE: A strong basic knowledge of Photoshop and Illustrator is required. Students will be tested on the first day of class to ensure that they have sufficient knowledge to succeed in the class. This course is open to Tyler students only from all BA, BS and BFA majors. It can be taken for graduate credit with permission of an advisor. Permission from the GAID Area Head is required for students outside of Tyler.
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may not be repeated for additional credits.

GAD 2077. Introduction to Illustration. 3 Credit Hours.
This course introduces students to concept and technique in illustration. Basic drawing skills will be needed for this course. Priority will be given to students outside the Graphic & Interactive Design major.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts, Bachelor of Science
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
GAD 2078. The Art of Infographics. 3 Credit Hours.
This course is an introduction to data visualization and infographic design. It explores the history of data visualization and infographic design, from cave paintings to contemporary design, covering static, animated and interactive solutions. Lectures on visual literacy and graphic design foundations will help the students develop the vocabulary necessary to critically analyze contemporary infographics. Students receive basic instruction in the creation of infographics and develop their own infographic utilizing supplied data. This course will include readings from Edward Tufte’s The Visual Display of Quantitative Information. Tutorials may also be used for outside software instruction.
Repeatability: This course may not be repeated for additional credits.

GAD 2401. Introduction to Photography (Online Digital Course). 3 Credit Hours.
This is an introductory course in photography. We will concentrate on learning the basic camera functions, proper exposure of an image, and the formal and conceptual considerations in composition. Although there will be an emphasis on the technical aspects of photography, this course will also introduce students to many contemporary artists working in photography, as well as the history of the photographic medium and how to appropriately approach the critique setting.
Repeatability: This course may not be repeated for additional credits.

GAD 2441. Photography I. 3 Credit Hours.
Principles and techniques of digital photography to include camera operation, printing, and presentation. Personal vision, introduction to photographic history, and photography within the culture will be covered in the course.
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

GAD 2451. Photography I. 3 Credit Hours.
Principles and techniques of digital photography to include camera operation, printing, and presentation. Personal vision, introduction to photographic history, and photography within the culture will be covered in the course.
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

GAD 2461. Digital Imaging. 3 Credit Hours.
This course deals with photographic images and how ideas can be expressed through the manipulation of these images using the computer as a tool for creative expression. Excellent basic course in image software use and introduction to the use of the computer.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

GAD 2701. Survey of Printmaking Techniques. 3 Credit Hours.
A beginning survey of basic techniques of lithography and screenprinting. The course introduces a number of short projects designed to give a broad experience with the media. Additional topics include print presentation, care of tools and materials, and a historical survey in slides and actual examples.
Field of Study Restrictions: May not be enrolled in one of the following Majors: Art History
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts, Bachelor of Science
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

GAD 2702. Survey of Printmaking Techniques. 3 Credit Hours.
A beginning survey of the basic techniques of etching and relief printing. The course introduces a number of short projects designed to give a broad experience with the media. Additional topics include print presentation, care of tools and materials, and a historical survey in slides and actual examples.
Field of Study Restrictions: May not be enrolled in one of the following Majors: Art History
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts, Bachelor of Science
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

GAD 2703. Book Structures. 3 Credit Hours.
This course introduces a variety of hand bookbinding techniques, including folded, sewn and adhesive binding structures as well as a variety of protective enclosures and custom boxes. Projects will allow students to explore the book as a means to organize, structure, and present visual information in a variety of media.
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
FDPR 1521|Minimum Grade of C-|May not be taken concurrently
OR FDPR 1522|Minimum Grade of C-|May not be taken concurrently
OR VS 1151|Minimum Grade of C-|May not be taken concurrently.
GAD 2711. Serigraphy. 3 Credit Hours.
The fundamentals of screenprinting as a fine art print medium. This course introduces various handmade stencil methods as well as the photo processes. Students use non-toxic acrylic inks with projects that emphasize color organization and conceptual challenge.

Field of Study Restrictions: May not be enrolled in one of the following Majors: Art History
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts, Bachelor of Science
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

GAD 2731. Etching. 3 Credit Hours.
The beginning level course in intaglio and relief printing processes. This course covers traditional methods of platemaking, such as etching, drypoint, and aquatint, as well as explorations into photo transfer and color viscosity printing.

Field of Study Restrictions: May not be enrolled in one of the following Majors: Art History
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts, Bachelor of Science
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

GAD 2741. Etching. 3 Credit Hours.
The beginning level course in intaglio and relief printing processes. This course covers traditional methods of platemaking, such as etching, drypoint, and aquatint, as well as explorations into photo transfer and color viscosity printing.

Field of Study Restrictions: May not be enrolled in one of the following Majors: Art History
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts, Bachelor of Science
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

GAD 2751. Lithography. 3 Credit Hours.
A basic course in metal plate lithography. Preparation, processing, and printing are studied with the intention of giving the beginning student control over a medium that is often thought to be complicated. Students work with traditional hand-drawn imagery as well as transfer and photo-litho, in black and white and color.

Field of Study Restrictions: May not be enrolled in one of the following Majors: Art History
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts, Bachelor of Science
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

GAD 2761. Lithography. 3 Credit Hours.
A basic course in metal plate lithography. Preparation, processing, and printing are studied with the intention of giving the beginning student control over a medium that is often thought to be complicated. Students work with traditional hand-drawn imagery as well as transfer and photo-litho, in black and white and color.

Field of Study Restrictions: May not be enrolled in one of the following Majors: Art History
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts, Bachelor of Science
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

GAD 2961. Honors Digital Imaging: Seeing Photographically. 3 Credit Hours.
Life is full of wonder when you simply open your eyes to it. All it takes is an open mind and a shift in your way of seeing. The primary objective of this course is to introduce students to the art of seeing photographically, creative problem solving, and thinking visually while learning contemporary digital technology and practices. Students will be instructed on the use of a variety of input and output devices (cameras, scanners, printers) and software applications. Lecture and research on historical and contemporary artwork inform creative approaches to visual thinking and assignments build on creative problem-solving skill sets. Emphasis is placed on image making, proper workflow, interpretation, and output. Students produce a portfolio that demonstrates critical visual thinking and effective skill development.

Cohort Restrictions: Must be enrolled in one of the following Cohorts: SCHONORS, UHONORS, UHONORSTR
Course Attributes: HO
Repeatability: This course may not be repeated for additional credits.
GAD 3002. Advanced Graphic Design. 3 Credit Hours.
Class assignments focus on visual communication in a variety of forms: logo design, packaging, brochures, invitations, posters, magazine illustration
and layout, and/or environmental design. NOTE: GAD 3001 and 3002 must be taken in sequence and are required for all graphic design majors. GAD
3001 (0253) is offered in the fall semester only; GAD 3002 (0254) is offered in the spring semester only. Both courses are open to GAID majors only.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
GAD 3001|Minimum Grade of C-|May not be taken concurrently.

GAD 3010. Special Topics. 3 Credit Hours.
This course introduces students to various areas of design practice. Areas of focus in a given semester could include one of the following: animation,
art direction, branding, corporate communications, design for the public good, environmental design, exhibition design, game design, motion graphics,
pagination design, sustainability, typographic design, etc. The topic(s) for the course will be determined by the expertise of the instructor(s).
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 3001|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3011|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3021|Minimum Grade of C-|May not be taken concurrently).

GAD 3011. Typography. 3 Credit Hours.
This course focuses on the expressive and functional use of typography in design, one of the most important tools in visual communication for both print
and interactive media. This course includes instruction in Adobe InDesign, (Mac platform), a standard typesetting program in the design industry. NOTE:
This course is open to Graphic and Interactive Design majors only.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 2001|Minimum Grade of B-|May not be taken concurrently
AND GAD 2021|Minimum Grade of B-|May not be taken concurrently).

GAD 3012. Typographic Principles. 3 Credit Hours.
This course will focus on the fundamentals of typography in design - typefaces, their history, development and characteristics, typographic hierarchy,
layout, rhythm, proportion and harmony, and the technical aspects of working with type in software that meets industry standards (Adobe InDesign/Mac
platform). Specific topics include the formal characteristics of typography; historic typography; information hierarchies and layout; typographic systems;
punctuation and special characters; setting text; legibility and readability; setting charts and tables; and preparation of typographic files for print. NOTE:
This course is open to Graphic and Interactive Design majors only.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 2001|Minimum Grade of B-|May not be taken concurrently
AND GAD 2021|Minimum Grade of B-|May not be taken concurrently).

GAD 3013. Advanced Typography. 3 Credit Hours.
This course focuses on advanced applications of typography in design. Projects include logo design, book covers, posters, brochures and/or catalogues.
NOTE: This course is open to Graphic and Interactive Design majors only.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts, Master of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 3001|Minimum Grade of C-|May not be taken concurrently
AND GAD 3011|Minimum Grade of C-|May not be taken concurrently).
GAD 3015. Advanced Typography. 3 Credit Hours.
This course focuses on advanced applications of typography in design. Projects include logo design, book covers, posters, brochures and/or catalogues.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: Graphic and Interactive Design

**Degree Restrictions:** Must be enrolled in one of the following Degrees: Bachelor of Fine Arts, Master of Fine Arts

**College Restrictions:** Must be enrolled in one of the following Colleges: Art, Tyler School

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:**
- (GAD 3001|Minimum Grade of C-|May not be taken concurrently)
- AND GAD 3011|Minimum Grade of C-|May not be taken concurrently).

GAD 3021. Intermediate Computer Graphics. 3 Credit Hours.
This course for Graphic and Interactive Design majors focuses on the computer as an essential tool in both print and digital media. (Mac platform)

**NOTE:** This course is open to Graphic and Interactive Design majors only.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: Graphic and Interactive Design

**Degree Restrictions:** Must be enrolled in one of the following Degrees: Bachelor of Fine Arts

**College Restrictions:** Must be enrolled in one of the following Colleges: Art, Tyler School

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:**
- (GAD 2001|Minimum Grade of B-|May not be taken concurrently)
- AND GAD 2021|Minimum Grade of B-|May not be taken concurrently).

GAD 3023. Interactive Design. 3 Credit Hours.
This course focuses on design for web and motion graphics. A good working knowledge of Adobe Photoshop and Illustrator (Mac Platform) is necessary. Flash and After Effects will be explored from basic to intermediate levels. While staying current with the latest technologies, the emphasis will be on design for communication through interactive media. **NOTE:** This course is open to Graphic and Interactive Design majors only.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: Graphic and Interactive Design

**Degree Restrictions:** Must be enrolled in one of the following Degrees: Bachelor of Fine Arts, Master of Fine Arts

**College Restrictions:** Must be enrolled in one of the following Colleges: Art, Tyler School

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:**
- (GAD 3001|Minimum Grade of C-|May not be taken concurrently)
- AND GAD 3021|Minimum Grade of C-|May not be taken concurrently).

GAD 3025. Interactive Design. 3 Credit Hours.
This course focuses on design for web and motion graphics. A good working knowledge of Adobe Photoshop and Illustrator (Mac Platform) is necessary. Flash and After Effects will be explored from basic to intermediate levels. While staying current with the latest technologies, the emphasis will be on design for communication through interactive media. **NOTE:** This course is open to Graphic and Interactive Design majors only.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: Graphic and Interactive Design

**Degree Restrictions:** Must be enrolled in one of the following Degrees: Bachelor of Fine Arts, Master of Fine Arts

**College Restrictions:** Must be enrolled in one of the following Colleges: Art, Tyler School

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:**
- (GAD 3001|Minimum Grade of C-|May not be taken concurrently)
- AND GAD 3021|Minimum Grade of C-|May not be taken concurrently).

GAD 3027. Digital Narratives. 3 Credit Hours.
The purpose of this course is to focus on the creation of a short digital animation/movie based on a supplied narrative. Strong conceptual and technical skills as well as a solid grasp of typography will be necessary for this course. Students will learn one vector based and one video based application to create this design. This course is not cell based animation. **NOTE:** This course is open to Graphic and Interactive Design majors only.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: Graphic and Interactive Design

**Degree Restrictions:** Must be enrolled in one of the following Degrees: Bachelor of Fine Arts, Master of Fine Arts

**College Restrictions:** Must be enrolled in one of the following Colleges: Art, Tyler School

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:**
- (GAD 3001|Minimum Grade of C-|May not be taken concurrently)
- AND (GAD 3021|Minimum Grade of C-|May not be taken concurrently).
GAD 3029. Programming and Production for Web Sites. 3 Credit Hours.
The focus of this course is the technical production and programming aspects of producing a fully functioning web site. Topics covered will be the best-practices use of Dreamweaver for site production with an emphasis on CSS, HTML and Javascript programming languages. Students will also be introduced to the fundamentals of the ActionScript language. Students will cover the process of creating a web site and its many considerations such as flowcharts, sitemaps, and wireframes. Students will be introduced to fundamentals of information architecture and search engine optimization (SEO) for use within their site and discuss best-practices for uploading and maintaining their final site. Open to Graphic & Interactive Design BFA and MFA majors only.

College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School

Repeatability: This course may not be repeated for additional credits

Pre-requisites:
(GAD 2001|Minimum Grade of B-|May not be taken concurrently
AND GAD 2021|Minimum Grade of B-|May not be taken concurrently
AND GAD 3021|Minimum Grade of C-|May not be taken concurrently).

GAD 3031. Illustration. 3 Credit Hours.
This course introduces students to concept and technique in illustration. NOTE: This course is open to students in all studio majors.

Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts

College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School

Repeatability: This course may be repeated for additional credit.

Pre-requisites:
(FDPR 1511|Minimum Grade of B-|May not be taken concurrently
OR FDPR 1512|Minimum Grade of B-|May not be taken concurrently
OR VS 1651|Minimum Grade of B-|May not be taken concurrently
AND (GAD 2001|Minimum Grade of B-|May not be taken concurrently)
AND (GAD 2021|Minimum Grade of B-|May not be taken concurrently).

GAD 3033. Illustration. 3 Credit Hours.
This course introduces students to concept and technique in illustration. NOTE: This course is open to Graphic and Interactive Design majors only.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design

Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts

College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School

Repeatability: This course may be repeated for additional credit.

Pre-requisites:
(GAD 2001|Minimum Grade of B-|May not be taken concurrently
AND GAD 2021|Minimum Grade of B-|May not be taken concurrently).

GAD 3041. Advertising Design. 3 Credit Hours.
Students will develop overall strategies as well as specific visual and verbal content for advertising campaigns. Strong conceptual ability and writing skills are necessary in addition to a solid grasp of typography and layout. NOTE: This course is open to Graphic and Interactive Design majors only.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design

Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts, Master of Fine Arts

College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School

Repeatability: This course may be repeated for additional credit.

Pre-requisites:
(GAD 3001|Minimum Grade of C-|May not be taken concurrently
AND (GAD 3011|Minimum Grade of C-|May not be taken concurrently
OR GAD 3021|Minimum Grade of C-|May not be taken concurrently).

GAD 3045. Introduction to Visual Communication. 3 Credit Hours.
This course introduces students to creative thinking processes and techniques as they relate to visual communication. Students will present ideas and information on a wide range of topics through visual rather than verbal language. NOTE: This course is open to all students sophomore through senior level.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design

College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School

Repeatability: This course may be repeated for additional credit.

GAD 3053. Art Careers Promotion. 3 Credit Hours.
This course offers instruction in the design and content of materials needed by fine artists in professional practice. This course will cover a number of topics including: resume content and design, personal stationery packages for business communication (cover letters, professional inquiries, etc.), presentation formats for print and web. NOTE: Open to all studio majors to include: GAD, PDS, Crafts, Art & Art Education.

Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts

College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School

Repeatability: This course may be repeated for additional credit.
GAD 3096. The Business of Design. 3 Credit Hours.
The focus of this course is the practice of design for communication in a business context. This course will cover a number of topics, including: personal marketing, freelance practice, working with artists and vendors, business models for design entrepreneurs, sustainability, and presentation skills. This course fulfills a studio elective requirement for juniors and seniors in the GAID major. NOTE: This course is open to Graphic and Interactive Design majors only.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Course Attributes: WI
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 3001|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3011|Minimum Grade of C-|May not be taken concurrently
OR GAD 3021|Minimum Grade of C-|May not be taken concurrently).

GAD 3101. Collaborative Design Workshop in Rome. 3 Credit Hours.
The six week course is geared toward design students interested in immersing themselves in the culture of Italy and producing, by the end of the workshop, a printed project about design, art, and culture in Rome. Students will have a choice of topics to research, design, and produce. Among the many topics that students could focus on are Roman decorative arts, cuisine, theatre, architecture, fashion, music, and film. Students will also be encouraged to study how the Italian design aesthetic and philosophy might be applied to their own work. An integral part of this project will be both digital and traditional image making. Students will photograph and/or illustrate an article that will be incorporated into the final collaboratively produced printed piece. NOTE: Open to majors in the following disciplines - Graphic and Interactive Design, Photography, Illustration, Fashion Design, Interior Design, Industrial Design, Landscape Architecture, Architecture, Journalism, Advertising.
Repeatability: This course may be repeated for additional credit.

GAD 3111. Graphic Design Workshop in Japan. 3 or 6 Credit Hours.
The six week course is geared toward graphic design students interested in immersing themselves in the culture of Japan and producing a design project about this experience. Students will have a choice of projects to design and produce. They will be encouraged to study how Japanese design aesthetic and philosophies might be applied to their own work. NOTE: A basic knowledge of design industry-standard print software is required for this course.
Repeatability: This course may be repeated for additional credit.

GAD 3123. Introduction to Interactive. 3 Credit Hours.
This studio elective instructs students in the fundamentals of interactive design with a focus on the use of interactive software, layout, typographic principles, including typographic hierarchy and organization as well as the balance of aesthetic and functional considerations in layout and typography. NOTE: The course is open to students from all majors at Tyler. It fulfills a studio elective requirement.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts, Bachelor of Science
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

GAD 3182. Independent Study. 1 to 3 Credit Hour.
The proposal for a large-scale independent project must be approved by a faculty member who agrees to oversee the project prior to registration for the course. For photography students justification for course work outside the Photography curriculum will be required.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

GAD 3185. Field Internship. 3 Credit Hours.
A field internship must provide practical professional experience in a setting which is relevant to the student's course of study, such as in a gallery, museum, design studio or agency, or community art center, etc. A comprehensive paper must be written. An internship is designed to give the student valuable real world career experience. Guidelines for specific area requirements are available through the GAD office. NOTE: The GAID Internship Coordinator must receive and approve a written proposal prior to the start of the internship, describing the setting and the time commitment, which must equal at least 10 hours per week for a full semester.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

GAD 3282. Independent Study. 1 to 3 Credit Hour.
The proposal for a large-scale independent project must be approved by a faculty member who agrees to oversee the project prior to registration for the course. For photography students justification for course work outside the Photography curriculum will be required.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
GAD 3401. Color Photography I. 3 Credit Hours.
An introduction to basic skills in color photography. This course includes camera work and understanding of light, processing and printing with an emphasis on color theory, the development of personal imagery and the history of color photography.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
GAD 2441|Minimum Grade of C-|May not be taken concurrently.

GAD 3402. View Camera. 3 Credit Hours.
This course provides an introduction to large format photography using a 4x5 view camera. Basic camera operation, various functions, specific uses, and potential as a creative tool are studied. A variety of specific exercises lead the student to proficient use of the view camera. Emphasis is on creative use as well as technical development. NOTE: Open to Photo majors only - special authorization required for non-majors.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
GAD 3412|Minimum Grade of C-|May not be taken concurrently.

GAD 3411. Digital Photography. 3 Credit Hours.
Digital photography explores advanced applications in digital imaging with an emphasis on photographic output for the artist. Emphasis will be placed on options for combining digital and traditional modalities of photographic practice to create a still image, and the development of personal vision. A professional portfolio will be required. NOTE: Special authorization required for non-majors.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
GAD 2461|Minimum Grade of C-|May not be taken concurrently
OR GAD 2451|Minimum Grade of C-|May not be taken concurrently.

GAD 3412. Photography II. 3 Credit Hours.
Advanced projects in black and white photography to include technical development as well as continued development of personal vision through the photographic medium. Professional, traditional black and white photographic practice will be emphasized, with an introduction to digital techniques using black and white. NOTE: Special authorization required for non-majors.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
GAD 2441|Minimum Grade of C-|May not be taken concurrently
OR GAD 2451|Minimum Grade of C-|May not be taken concurrently.

GAD 3413. Photographic Lighting. 3 Credit Hours.
At the core of any commercial or fine art photographer's practice is an in-depth understanding of lighting. Light is the fundamental element that makes a photograph possible, and every successful photographer's control over light is the key to their success. This course will not only focus on allowing you to gain a thorough understanding of artificial lighting techniques, but also how to approach natural light situations better, and beyond that, to an understanding of how the two work in conjunction. By revisiting the fundamentals of the large format view camera, and developing an understanding of environmental and situational lighting techniques, you will learn different commercial and fine art approaches to working in a studio setting. You will also learn lighting techniques with digital and medium formats, as well as develop an understanding regarding the differences between digital capture and negative film. In addition this course will cover advanced exposure control, lighting on location, and product lighting. NOTE: This course is repeatable for credit.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
GAD 2441|Minimum Grade of C-|May not be taken concurrently
OR GAD 2451|Minimum Grade of C-|May not be taken concurrently.
GAD 3421. Digital Projects. 3 Credit Hours.
The emphasis of this course will be on creating a professional digital portfolio. Throughout the semester, students will learn a series of multimedia software applications and develop interactive presentations that will promote themselves as artists with contemporary and professional portfolios. NOTE: The course is limited to seniors and graduate students.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
GAD 2461|Minimum Grade of C-|May not be taken concurrently.
GAD 3422. Contemporary Photography. 3 Credit Hours.
We live in an extraordinary moment in the history of photography, a moment much hoped for and anticipated by many champions of the medium. Finally one can say without qualification that photography is a medium fully embraced by the contemporary art world. While there has always been a movement to look at and discuss photography as art, photography has never played a more central, critical and vital role in contemporary art then it does now. This course will look at both the role that photography plays in contemporary art and the role that contemporary art plays in photography. By surveying contemporary trends in photography, students in this class will develop an understanding of what exactly photography is now. At the same time the class will attempt to answer questions about what it means to be contemporary, about what the relationship between the contemporary and the historical is, and why this might be important. Through these problems students will be encouraged to develop personal work that addresses themes and ideas discussed in the class. NOTE: Open to Junior/Seniors. Special authorization required for non-majors.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
GAD 2441|Minimum Grade of C-|May not be taken concurrently
OR GAD 2451|Minimum Grade of C-|May not be taken concurrently.
GAD 3431. Color Photography I. 3 Credit Hours.
An introduction to basic skills in color processing and printing with an emphasis on development of personal imagery and the history of color picture making.
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
GAD 2441|Minimum Grade of C-|May not be taken concurrently
GAD 3432. Color Photography II. 3 Credit Hours.
Advanced projects in color photography to include either chemical processes or digital technology. Research will focus on contemporary trends in color photography with an emphasis on the development of a personal portfolio.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
GAD 3431|Minimum Grade of C-|May not be taken concurrently.
GAD 3441. Advanced Photo Workshop. 3 Credit Hours.
A continuation of advanced black and white photography with an introduction to the zone system and a variety of professional techniques. Emphasis will be on the development of a professional portfolio, classical black and white photographic history, and focused development of personal vision. Digital photographic techniques may also be included.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 2441|Minimum Grade of C-) AND (GAD 3412|Minimum Grade of C-|May not be taken concurrently).
GAD 3451. Advanced Photography Workshop. 3 Credit Hours.
An advanced course for students who have a firm understanding of the fundamentals involved in the exposing, processing, and printing of 35mm black and white film.
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 2441|Minimum Grade of C-|May not be taken concurrently
OR GAD 2451|Minimum Grade of C-|May not be taken concurrently.
AND (GAD 3412|Minimum Grade of C-|May not be taken concurrently).
GAD 3461. Photo Process Workshop. 3 Credit Hours.
This course is a survey covering a wide range of experimental and historical photographic processes that extend beyond traditional silver printing. Workshop orientation emphasizes a diverse exposure to many creative possibilities from hand applied photographic emulsions to artists' book production, culminating in a professional final project.

Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

Pre-requisites:
(GAD 2441|Minimum Grade of C-|May not be taken concurrently
OR GAD 2451|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3412|Minimum Grade of C-|May not be taken concurrently).

GAD 3471. Photo Process Workshop. 3 Credit Hours.
Studio orientation to a wide range of experimental and historical photographic processes beyond traditional silver printing. Workshop orientation emphasizes a diverse exposure to many creative possibilities from hand applied photographic emulsions to artists' book production.

Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

Pre-requisites:
(GAD 2441|Minimum Grade of C-|May not be taken concurrently
OR GAD 2451|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3412|Minimum Grade of C-|May not be taken concurrently).

GAD 3711. Advanced Serigraphy. 3 Credit Hours.
Advanced screen printing with emphasis on expanding the students' stencil making and printing skills as well as personal artistic growth. Students work with non-toxic acrylic inks in projects that emphasize scale, color, and use of material.

Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

Pre-requisites:
GAD 2711|Minimum Grade of C-|May not be taken concurrently.

GAD 3731. Advanced Etching. 3 Credit Hours.
Advanced problems in intaglio and relief processes. While the emphasis is on personal artistic development, the students are also encouraged to work toward professional standards in platemaking and printing skills. Projects often include, multi-plate color printing, copper engraving, mezzotint, various relief methods, and embossing.

Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may not be repeated for additional credits

Pre-requisites:
GAD 2731|Minimum Grade of C-|May not be taken concurrently
OR GAD 2741|Minimum Grade of C-|May not be taken concurrently.

GAD 3751. Advanced Lithography. 3 Credit Hours.
This course is designed to improve the students' technical skills toward professional standards and to develop the students' personal vision through the use of lithography. Study will include stone and plate lithography, color theory and practice, photo processes and editing.

Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

Pre-requisites:
GAD 2751|Minimum Grade of C-|May not be taken concurrently
OR GAD 2761|Minimum Grade of C-|May not be taken concurrently.

GAD 3811. Printmaking Workshop. 3 Credit Hours.
Studies in all printmaking media, emphasizing individual instruction for students of varied backgrounds.

Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

Pre-requisites:
(GAD 2701|Minimum Grade of C-|May not be taken concurrently
OR GAD 2702|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3711|Minimum Grade of C-|May not be taken concurrently
OR GAD 3731|Minimum Grade of C-|May not be taken concurrently
OR GAD 3751|Minimum Grade of C-|May not be taken concurrently).
GAD 3821. Printmaking Workshop. 3 Credit Hours.
Studies in all printmaking media, emphasizing individual instruction for students of varied backgrounds.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 2701|Minimum Grade of C-|May not be taken concurrently
OR GAD 2702|Minimum Grade of C-|May not be taken concurrently
AND (GAD 3711|Minimum Grade of C-|May not be taken concurrently
OR GAD 3731|Minimum Grade of C-|May not be taken concurrently
OR GAD 3751|Minimum Grade of C-|May not be taken concurrently).

GAD 3831. Relief and Monoprint Workshop. 3 Credit Hours.
The directness of both relief printing and monotype give the artist a unique opportunity to concentrate on the image possibilities. Students will work with non-traditional and traditional cutting methods, materials, and printing methods.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

GAD 3841. Color Print Workshop. 3 Credit Hours.
A methodical study of color printing problems as they are presented by the intaglio, relief, lithographic and screen printing media. Color theory and practical techniques are combined, giving experience in all phases of multicolor and intermedia graphic production.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(GAD 2701|Minimum Grade of C-|May not be taken concurrently
OR GAD 2702|Minimum Grade of C-|May not be taken concurrently
AND (GAD 3711|Minimum Grade of C-|May not be taken concurrently
OR GAD 3731|Minimum Grade of C-|May not be taken concurrently
OR GAD 3751|Minimum Grade of C-|May not be taken concurrently).

GAD 3896. Art Career Workshop. 3 Credit Hours.
Creative and practical solutions to career problems of the artist; preparation of the art student for postgraduate challenges.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts, Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Course Attributes: WI
Repeatability: This course may be repeated for additional credit.

GAD 4000. Senior Design: Special Topics. 3 Credit Hours.
This course focuses on topics in design not covered in the regular senior level course offerings. Topics may include, but are not limited to, Environmental Design and Signage, Type Design, Promotion Design, etc. Classroom instruction and assignments will include projects appropriate to the specific topic being offered. NOTE: This course is open to GAID majors only. It can fulfill the studio requirement in the major or a studio elective requirement.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts, Master of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 3001|Minimum Grade of C-|May not be taken concurrently
AND (GAD 3002|Minimum Grade of C-|May not be taken concurrently
AND (GAD 3011|Minimum Grade of C-|May not be taken concurrently
AND (GAD 3021|Minimum Grade of C-|May not be taken concurrently).

GAD 4001. Senior Graphic Design: Senior Design Workshop. 3 Credit Hours.
Students work on projects for the Tyler Design Incubator. This includes project development and management, research on topics specific to entrepreneurial design practice, and assigned tasks for Incubator activities and events.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts, Master of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 3001|Minimum Grade of C-|May not be taken concurrently
AND (GAD 3002|Minimum Grade of C-|May not be taken concurrently
AND (GAD 3011|Minimum Grade of C-|May not be taken concurrently
AND (GAD 3021|Minimum Grade of C-|May not be taken concurrently).
GAD 4002. Senior Graphic Design: Hybrid Design. 3 Credit Hours.
Students work on large assignments that have components in both print and interactive media. Instruction in the advanced use of software applications for print and/or interactive media is a significant part of the course. NOTE: This course is for GAID majors only. It can fulfill the studio requirements in the major or a studio elective requirement.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts, Master of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 3001|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3002|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3011|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3021|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3023|Minimum Grade of C-|May not be taken concurrently)
OR GAD 3025|Minimum Grade of C-|May not be taken concurrently
OR GAD 3029|Minimum Grade of C-|May not be taken concurrently).

GAD 4003. Senior Graphic Design: Art Direction. 3 Credit Hours.
This course focuses on concept development with an emphasis on image making and image editing in a variety of forms including, book publishing, advertising and signage. NOTE: This course is for GAID majors only. It can fulfill the studio requirement in the major or a studio elective requirement.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts, Master of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 3001|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3002|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3011|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3021|Minimum Grade of C-|May not be taken concurrently).

GAD 4004. Senior Graphic Design: Packaging. 3 Credit Hours.
This course focuses on package design for a variety of products. Students work with concept, surface design, typography, materials and the physical construction of three-dimensional forms. NOTE: This course is for GAID majors only. It can fulfill the studio requirement in the major or a studio elective requirement.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts, Master of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 3001|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3002|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3011|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3021|Minimum Grade of C-|May not be taken concurrently).

GAD 4005. Senior Graphic Design: Publishing. 3 Credit Hours.
Students work on large-scale publications with a strong emphasis on the development of typographic formats and the inventive use of illustration and/or photographic imagery to create periodicals and/or books that are functional, conceptually sophisticated and visually distinctive. NOTE: This course is for GAID majors only. It can fulfill the studio requirement in the major or a studio elective requirement.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts, Master of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 3001|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3002|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3011|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3021|Minimum Grade of C-|May not be taken concurrently).
GAD 4006. Senior Graphic Design: Corporate. 3 Credit Hours.

In this course students develop two large scale identities that include logo design, stationary and collateral materials in a variety of forms that can include booklets, brochures, posters, advertising, signage and/or packaging. NOTE: This course is for GAID majors only. It can fulfill the studio requirement in the major or a studio elective requirement.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design

Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts, Master of Fine Arts

College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School

Repeatability: This course may be repeated for additional credit.

Pre-requisites:
(GAD 3001|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3002|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3011|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3021|Minimum Grade of C-|May not be taken concurrently).

GAD 4007. Senior Interactive Design. 3 Credit Hours.

The focus of this course is interactive design for a large-scale website. This project will involve in-depth exploration of interface design, navigation, audio, digital animation and organization of information. Includes instruction in intermediate through advanced programming skills and the use of video composition. A strong grasp of the fundamentals of interactive design is required. NOTE: This course is for GAID majors only. It can fulfill the studio requirement in the major or a studio elective requirement.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design

Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts, Master of Fine Arts

College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School

Repeatability: This course may be repeated for additional credit.

Pre-requisites:
(GAD 3001|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3002|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3011|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3021|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3023|Minimum Grade of C-|May not be taken concurrently)
OR GAD 3025|Minimum Grade of C-|May not be taken concurrently
OR GAD 3029|Minimum Grade of C-|May not be taken concurrently).

GAD 4008. Senior Graphic Design: Projects in Authorship. 3 Credit Hours.

This course encourages students to express perceptions and positions on current issues and events through large-scale projects. Parameters of assignments are generated by individual approaches, challenging each student to engage in decision making to develop unique content and form. The work from this class expands the boundaries of the design discipline beyond traditional client-based practice. NOTE: This course is for GAID majors only. It can fulfill the studio requirement in the major or a studio elective requirement.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design

Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts, Master of Fine Arts

College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School

Repeatability: This course may be repeated for additional credit.

Pre-requisites:
(GAD 3001|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3002|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3011|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3021|Minimum Grade of C-|May not be taken concurrently).

GAD 4009. Senior Graphic Design: Projects in Authorship. 3 Credit Hours.

In this course, the designer as author creates a large-scale Senior Thesis on a topic and in the form(s) of his or her choice. The Senior Thesis is required for all Graphic and Interactive Design majors.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design

Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts

College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School

Repeatability: This course may be repeated for additional credit.

Pre-requisites:
(GAD 3001|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3002|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3011|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3021|Minimum Grade of C-|May not be taken concurrently).
GAD 4010. Senior Design: Special Topics. 3 Credit Hours.
This course focuses on topics in design not covered in the regular senior level course offerings. Topics may include, but are not limited to, Environmental Design and Signage, Type Design, Promotion Design, etc. Classroom instruction and assignments will include projects appropriate to the specific topic being offered. NOTE: This course is open to GAID majors only. It can fulfill a studio elective requirement or a required studio course in the major.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 3001|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3002|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3011|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3021|Minimum Grade of C-|May not be taken concurrently).

GAD 4011. Senior Graphic Design: Design for the Public Good. 3 Credit Hours.
Students work on a wide variety of projects for arts and educational groups, social welfare and environmental organizations, and other clients in the nonprofit sector. Projects done in the class will actually be produced—either in print or, in the case of web sites, posted online. Students will be responsible for production preparation and supervision for course projects which could include identities, brochures, posters, invitations, and advertising campaigns. NOTE: This course is for GAID majors only. It can fulfill the studio requirement in the major or a studio elective requirement.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 3001|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3002|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3011|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3021|Minimum Grade of C-|May not be taken concurrently).

GAD 4111. Senior Illustration. 3 Credit Hours.
Assignments focus on image-making for communication. Strong concepts, the development of a personal visual approach or style and professional process will be the focus of this course. NOTE: This course can fulfill an elective requirement or a senior course requirement for GAID majors.
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 3001|Minimum Grade of C|May not be taken concurrently)
AND (GAD 3002|Minimum Grade of C|May not be taken concurrently)
AND (GAD 3011|Minimum Grade of C|May not be taken concurrently)
AND (GAD 3021|Minimum Grade of C|May not be taken concurrently).

GAD 4112. Senior Illustration. 3 Credit Hours.
Assignments focus on image-making for communication. Strong concepts, the development of a personal visual approach or style and professional process will be the focus of this course. NOTE: This course can fulfill an elective requirement or a senior course requirement for GAID majors.
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 3001|Minimum Grade of C|May not be taken concurrently)
AND (GAD 3002|Minimum Grade of C|May not be taken concurrently)
AND (GAD 3011|Minimum Grade of C|May not be taken concurrently)
AND (GAD 3021|Minimum Grade of C|May not be taken concurrently).

GAD 4113. Senior Illustration Portfolio. 3 Credit Hours.
This course offers students from disciplines outside of the Graphic and Interactive Design area the opportunity to develop illustration portfolios that meet professional standards and to develop strategies for promoting their work to art directors in agencies, studios and publications. This course covers several topics, including: developing stylistic consistency, conceptually driven assignments, presentation formats, pacing work within the portfolio, customizing portfolios to potential clients, and self promotional pieces.
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
GAD 4111|Minimum Grade of C|May not be taken concurrently
OR GAD 4112|Minimum Grade of C|May not be taken concurrently.
GAD 4196. Senior Portfolio. 3 Credit Hours.
This course focuses on the development of the senior portfolio in preparation for entering professional design practice. Students assemble and design the presentation of their work in electronic and print formats. Assignments also include personal marketing pieces and the development of writing skills specific to the design profession. NOTE: This course is offered in Spring semesters only and is open to GAID majors only.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Graphic and Interactive Design
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Fine Arts
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Course Attributes: WI
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 3001|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3002|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3011|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3021|Minimum Grade of C-|May not be taken concurrently).

GAD 4441. Senior Photography. 3 Credit Hours.
Development of a contemporary theoretical and conceptual foundation for long-range involvement with professional photographic image-making and processes. The course includes research, field trips, critical theory and the organization of a final portfolio of work using various photographic materials. Career options within the field are emphasized.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Photography
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.

GAD 4496. Senior Seminar in Photography. 3 Credit Hours.
The primary objective of this advanced writing intensive/studio course is to investigate the concept of photography both technically and conceptually. Students will research, revise, and present an extended, articulate, and professionally accomplished body of writings and artwork. Students will learn the professional standards of writing that are expected in the different avenues of photography. Writing and vocabulary skills appropriate to fine arts venues are different than those needed in a commercial endeavor. Students will learn how to identify and use the appropriate language, references, and resources in the photography world. This course is required for all photography majors.
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Course Attributes: WI
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
(GAD 2441|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 2461|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3412|Minimum Grade of C-|May not be taken concurrently)
AND (GAD 3441|Minimum Grade of C-|May not be taken concurrently)
OR GAD 3451|Minimum Grade of C-|May not be taken concurrently).

GAD 4511. Senior Projects Workshop/Seminar. 3 Credit Hours.
A combination workshop/seminar course in which the senior printmaker, through classroom and individual discussion with the instructor, develops and produces a major print project. The course includes a formal presentation of all the projects.
College Restrictions: Must be enrolled in one of the following Colleges: Art, Tyler School
Repeatability: This course may be repeated for additional credit.