Graphic Arts and Design (GAD)

Course information contained within the Bulletin is accurate at the time of publication in June 2025 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

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 elicit 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 or PHOT 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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (FDPR 1521, FDPR 1522, or VS 1651)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 2001.

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (FDPR 1521, FDPR 1522, or VS 1651)

GAD 2071. Mac Design Programs I. 3 Credit Hours.
This course introduces students to the computer as a tool for graphic design and image making. Students learn the fundamentals of software most commonly found in graphic design studios and used for both print and interactive/web applications: Adobe Photoshop, Illustrator and InDesign (MAC platform). This course is not recommeded for students who plan to major in Graphic & Interactive Design. Those students should contact an advisor for information about the appropriate alternative. NOTE: Prior to spring 2011, the course title was "Introduction to Computers for Design" and prior to fall 2015, the title was "Introduction to Mac Design Programs."

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

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.

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.

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.

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 2079. Mobile Apps: Design/Prototype. 3 Credit Hours.
This course will walk students through the creative process of concept development, design and prototyping a mobile application. The audience for this class includes, but is not limited to: entrepreneurs, business students, computer science/programming majors, advertising students, and anyone interested in design thinking and creative problem solving. Students do not need any prior design knowledge, though some basic Adobe Photoshop skills would be helpful. The course will work through the creative process of identifying a problem, conducting research, brainstorming a solution, studying the user experience, creating a wireframe and executing many iterations to design a working prototype. This course will not involve the actual development of the app. After engaging in group brainstorming and concept development sessions, students will understand how group work can help them arrive at the best possible solution for a problem. User experience exercises investigate how a user interacts with a product to create a positive experience. Wireframe exploration and design iterations will establish an overall plan for the mobile app. A study of color, composition and typography will also enhance the visual execution of the app. The final apps will be created as working prototypes.

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. Photo I: Digital. 3 Credit Hours.
An introduction to the fundamental vocabulary and techniques of digital photography with an emphasis on developing skills of perception and visual competence in both the creation and consumption of lens-based imagery. Students will explore the complex relationship between content, composition, technical execution, and visual ideas that communicate with intent. Course topics include digital workflow methods for exhibition quality output using digital cameras, scanners, contemporary imaging software, and printers. Projects will include both color and black and white imagery. Prior to fall 2016, the course title was "Photography I."

Repeatability: This course may be repeated for additional credit.

GAD 2451. Photo I: Digital. 3 Credit Hours.
In this class, students will explore the visual language of digital photography using Rome as their studio. Rome's many layered history juxtaposed with its current global urban landscape offers a unique opportunity to photograph an important European city. The technical component of the class consists of mastering manual digital camera operation and exposure. Students also learn to use contemporary imaging software and to produce digitally-generated output. Students will gain an understanding of the aesthetic possibilities of photography through assignments, lectures on both historic and contemporary photographers, photo field trips in Rome, and visits to photo galleries and museums. Critiques are conducted through a shared website. Students will be expected to complete a final project in which they choose one aspect of Rome's multi-layered landscape to visually explore in depth. Prior to fall 2016, the course title was "Photography I."

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.

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.

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.

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.

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

Pre-requisites: Minimum grade of C- in (FDPR 1521, FDPR 1522, or VS 1151)

GAD 2704. Book Structures. 3 Credit Hours.
This course is an introduction to the art of the book: a significant format for the expression of information and creativity. Bookbinding has a long history in Europe and a particularly rich history in Rome. Students will engage first hand with the historical tradition and contemporary possibilities of this craft. The course will cover traditional binding techniques including folded, sewn, and adhesive structures, as well as custom portfolio design. Emphasis will be placed on utilizing the unique format of the hand-bound book to engage with students' visual and psychological experience of Rome. Course projects will incorporate a range of media including drawing, photography, collage, graphic design and printmaking in the execution of both traditional and modern book structures. Each project will provide an opportunity for students to plan and execute unique book designs reflecting their personal Roman experience.

Repeatability: This course may be repeated for additional credit.

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.

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.

Repeatability: This course may be repeated for additional credit.

GAD 2741. Intaglio Printmaking. 3 Credit Hours.
This introductory studio course engages students in historic and contemporary printmaking concepts and technologies, while encouraging a multi-disciplinary approach to fine art print production. Students are introduced to a broad range of ideas, methods and materials that focus upon the intaglio printmaking processes, but also include monoprints and monotypes. Initial projects are structured around the more traditional drawing, plate making and printing processes. As students become more comfortable with the fundamentals of the medium, they are encouraged to develop a more personal approach to concept, subject, scale, material and process. Studio projects will be supplemented by field trips to museums, galleries and artist studios to give students first hand experience of the historic and contemporary context of printmaking in Italy. Field trips may include the National Print Cabinet, where students may closely examine original prints by Italian masters, which may include Da Carpi, Canaletto, Tiepolo, Piranesi and others.

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.

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.

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 act 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.

Course Attributes: HO

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

GAD 3001. 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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 2001 and GAD 2021)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 3001.

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, publication design, sustainability, typographic design, etc. The topic(s) for the course will be determined by the expertise of the instructor(s).

Course Attributes: SI

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C in GAD 3001, (GAD 3011 or 'Y' in CRGA02), and (GAD 3021 or 'Y' in CRGA03)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 2001 and GAD 2021)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 2001 and GAD 2021)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 3001 and GAD 3011)

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

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 3001 and GAD 3011)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 2001 and GAD 2021)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 3001 and GAD 3021)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 3001 and GAD 3021)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- (except where noted) in GAD 3001 and (GAD 3021 (C or higher) or 'Y' in CRGA03)

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.

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

Pre-requisites: Minimum grade of C- in (GAD 2001, GAD 2021, and GAD 3021)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (FDPR 1511, FDPR 1512, or VS 1651), GAD 2001, and GAD 2021.

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 2001 and GAD 2021)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 3001 and (GAD 3011 or GAD 3021)

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.

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, Art, and Art Education.

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.

Course Attributes: SI, WI

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 3001 and (GAD 3011 or GAD 3021)

GAD 3097. Graphic Design Theory. 3 Credit Hours.
This course will introduce students to contemporary design theories and discourse. It will examine the theoretical aspects of artifacts through their making, reading and dissemination. Graphic design and visual communication theories will be compared to those in literature and architecture. Students will use discussion, writing, presentations and design to investigate contemporary design issues. Emphasis will be placed on forming and articulating an individual point-of-view (POV) in discussion and writing.

Course Attributes: WI

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

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.

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.

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.

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.

Repeatability: This course may be repeated for additional credit.

GAD 3400. Special Topics in Photography. 3 Credit Hours.
This course explores special topics in photographic and imaging practices including new and emerging methods of research and production. Special topics courses can include lectures, demonstrations, readings, and student presentations in support of field and studio research. Both individual and collaborative practices may be addressed.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 2441, GAD 2461, GAD 2961, GAD 2401, ARTU 2811, ARCH 1011, or ARCH 1017)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 2441.

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 3412.

GAD 3411. Digital Photography. 3 Credit Hours.
Digital photography explores advanced applications in digital imaging with an emphasis on photographic output. Emphasis will be placed on more sophisticated methods of capture and production including large format printing, advanced color management, cataloging, and archival storage practices. The development of a personal vision and lines of inquiry will be central. A professional portfolio will be required.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 2441 or GAD 2451)

GAD 3412. Darkroom Photography. 3 Credit Hours.
An introduction to the fundamental vocabulary and techniques of darkroom photography. Skills of perception, visual competence, and black and white film-based photographic practice will be emphasized with an introduction to digital and darkroom hybrid techniques. Projects will address technical development as well as the development of personal vision through the photographic medium. Prior to fall 2016, the course title was "Photography II."

Repeatability: This course may be repeated for additional credit.

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. This course is a thorough investigation of artificial lighting techniques (strobe and continuous) both in the studio and on location. Additional topics include advanced methods of exposure and the different approaches required in lighting for digital and film based images. A final portfolio is required. This course is repeatable for credit.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 2441 or GAD 2451)

GAD 3414. Darkroom Photography. 3 Credit Hours.
This course will introduce students to the historic methods and materials of pre-digital black and white darkroom photography on location in Rome. Students will become familiar with Italian culture and with the techniques they are using to capture it deepening their understanding of the city and the creative process. Along with photo field trips the class will consist of lectures, demonstrations and group discussions. Weekly assignments will be given and a final portfolio of silver gelatin prints will be completed by the end of the semester. Images will be printed from negatives produced during the course. NOTE: Students are strongly encouraged to bring their own 35mm camera. A small number of basic film cameras will be available for limited student use.

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

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 2461.

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 2441 or GAD 2451)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 2441.

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 3431.

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 2441 or GAD 2451) and GAD 3412.

GAD 3451. Advanced Photography Workshop. 3 Credit Hours.
This course is for students who have previously studied photography and who wish to use historic methods to complement their ideas. The primary medium will be black and white film and will emphasize the development of a personal vision of each student. Projects may also include the production and use of pin-hole or other alternative cameras and investigate their relationship to 16th and 17th century optical devices and images found in Rome. There will be experimentation and investigation with a variety of methods and materials that are not commonly used such as lumen prints, contact printing, and large format film. Along with studio time the class will consist of lectures, technical demonstrations, field trips and group critiques. Students will produce a series of printed images for their final portfolio.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 2441 or GAD 2451) and (GAD 3412 or GAD 3414)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 2441 or GAD 2451) and GAD 3412.

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 2441 or GAD 2451) and GAD 3412.

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 2711.

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.

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

Pre-requisites: Minimum grade of C- in (GAD 2731 or GAD 2741)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 2751 or GAD 2761)

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

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 2701 or GAD 2702) and (GAD 3711, GAD 3731, or GAD 3751)

GAD 3821. Printmaking Workshop. 3 Credit Hours.
Students will expand upon the historic and contemporary printmaking concepts and technologies through a multi-disciplinary approach to studio practice that emphasizes individual conceptual and technical growth. Rome is rich with examples of innovative and dynamic printmaking: from the traditional Italian masterworks housed at the National Cabinet of Prints and Drawings, to the exciting prints produced by contemporary Italian artists. This course will draw upon these uniquely Italian art forms to strengthen the content of students' work and hone their technical abilities. As students develop a more personal approach to concept, subject, scale, material and process, they are introduced to more advanced printmaking topics. Frequent off-site expeditions, discussion and research will further engage students with the concepts and aesthetics underlying each process.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 2731 or GAD 2741)

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.

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.

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

Pre-requisites: Minimum grade of C- in (GAD 2701 or GAD 2702), (GAD 3711, GAD 3731, or GAD 3751), and Two Introductory Printmaking: (GAD 2711, GAD 2731, GAD 2741, GAD 2751, or GAD 2761)

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.

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 3001, GAD 3002, GAD 3011, and GAD 3021.

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 3001, GAD 3002, GAD 3011, and GAD 3021.

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 3001, GAD 3002, GAD 3011, and GAD 3021.

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 3001, GAD 3002, GAD 3011, and GAD 3021.

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 3001, GAD 3002, GAD 3011, and GAD 3021.

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 3001, GAD 3002, GAD 3011, and GAD 3021.

GAD 4006. Senior Graphic Design: Brand Identity. 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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 3001, GAD 3002, GAD 3011, and GAD 3021.

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 3001, GAD 3002, GAD 3011, GAD 3021, and (GAD 3023, GAD 3025, or GAD 3029)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 3001, GAD 3002, GAD 3011, and GAD 3021.

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 3001, GAD 3002, GAD 3011, GAD 3021, and Two Senior Specialized Courses: (GAD 4000, GAD 4010, GAD 4011, GAD 4111, GAD 4112, GAD 3013, GAD 3015, GAD 3027, GAD 3041, GAD 4001, GAD 4002, GAD 4003, GAD 4004, GAD 4005, GAD 4006, GAD 4007, or GAD 4008)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 3001, GAD 3002, GAD 3011, and GAD 3021.

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 3001, GAD 3002, GAD 3011, and GAD 3021.

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C in GAD 3001, (GAD 3002 or 'Y' in CRGA01), (GAD 3011 or 'Y' in CRGA02), and (GAD 3021 or 'Y' in CRGA03)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C in GAD 3001, (GAD 3002 or 'Y' in CRGA01), (GAD 3011 or 'Y' in CRGA02), and (GAD 3021 or 'Y' in CRGA03)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (GAD 4111 or GAD 4112)

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.

Course Attributes: WI

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in GAD 3001, GAD 3002, GAD 3011, GAD 3021, and Two Senior Specialized Courses: (GAD 4000, GAD 4009, GAD 4010, GAD 4011, GAD 4111, GAD 4112, GAD 3013, GAD 3015, GAD 3027, GAD 3041, GAD 4001, GAD 4002, GAD 4003, GAD 4004, GAD 4005, GAD 4006, GAD 4007, or GAD 4008)

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.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in 9 credits in 3400-level GAD courses.

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.

Course Attributes: WI

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in 9 credits in 3400-level GAD courses.

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.

Repeatability: This course may be repeated for additional credit.