

# Design and Illustration (DES)

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Course information contained within the Bulletin is accurate at the time of publication in July 2024 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

## **DES 5101. Graduate: Typography 1. 3 Credit Hours.**

Type is all around us, shaping our perception of the world. In this foundational course, you'll learn to see type in new ways, going beyond what Ellen Lupton describes as "literacy's habitual groove" to understand the craft and intention behind typography. You'll explore typographic contrast, the relationship between type and image, and screen-based typography, focusing on legibility, responsiveness, and accessibility. Students are also tasked with making the familiar (letters, words) unfamiliar, in order to compel viewers and visualize ideas. Discover notable figures in type history and contemporary practice. By the end, you will have a solid understanding of the role of typography in effective communication. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

## **DES 5102. Graduate: Typography 2. 3 Credit Hours.**

Challenging conventional perceptions of typography, students will undertake projects that emphasize experimentation with unconventional materials and methods. This course encourages venturing beyond one's creative comfort zone, fostering a spirit of innovation, a willingness to take risks, and resilience through trial and error. Assignments can take type from the page to the physical world, bringing typography to life through tangible materials and augmented reality. This course serves as an invitation to explore and express oneself. Unlock hidden reserves of potential in your typographic work and gain a deeper understanding of your design instincts. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

## **DES 5103. Graduate: Typography 3. 3 Credit Hours.**

The culmination of our Typography sequence, this course is designed for those looking to deepen their expertise in the interconnected areas of typography and branding. In this class, students will first develop a comprehensive brand and then apply it to a broad collection of typographic work. They will focus on clear communication to diverse audiences, including multilingual contexts, while maintaining a balance between order, beauty, and meaning. Throughout a semester-long project, students will engage in a rigorous design process, focusing their eye for typographic detail and building their skills in brand strategy. By the end of the term, students will have gained valuable experience tackling some of the most complex typographic challenges, preparing them to enter the design discipline with a sophisticated understanding of typography. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

## **DES 5121. Graduate: GAID Portfolio. 3 Credit Hours.**

This portfolio development course is designed for graphic and interactive design students, aiming to refine and articulate a body of work representing the pinnacle of their studies. Students will be guided through the selection and presentation of projects that showcase not only their technical skills and creative vision but also their strategic thinking and problem-solving capabilities within graphic and interactive design. The course emphasizes creating a cohesive and compelling narrative that weaves together the student's design philosophy, process insights, and innovation in projects ranging from print media to digital platforms, ensuring their portfolios stand out in the competitive design industry. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Class Restrictions:** Must be enrolled in one of the following Classes: Graduate 18 to 35 Credits.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

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

**DES 5201. Graduate: User Experience/User Interface (UX/UI) Design 1. 3 Credit Hours.**

This course introduces the fundamentals of User Experience (UX) design, focusing on design thinking and research as key components of the design process. Students will learn to apply a broad range of research methodologies to uncover user needs and market insights, using design thinking tools to ideate and prototype solutions. The curriculum emphasizes practical experience, guiding learners through projects that challenge them to translate research into actionable design strategies. The goal is to develop a well-reasoned pitch that reflects a comprehensive understanding of the design problem and proposed solutions. Designed for beginners, this course prepares students to approach UX design with a balanced perspective, blending user-centered design principles with a strategic research approach. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5202. Graduate: User Experience/User Interface (UX/UI) Design 2. 3 Credit Hours.**

Advancing the integration of user experience (UX) and user interface (UI) design, this course delves into crafting sophisticated information architectures and enabling intuitive navigation through developing site maps and wireframes. Emphasis is placed on interaction design, guiding students to create user flows and interactions that effectively meet user needs. Advanced prototyping is at the heart of the curriculum, where learners are encouraged to build functional prototypes for comprehensive user testing. This focus ensures that usability and functionality are at the forefront, refined through insights gained from real user feedback. The aim is to deepen students' practical application of UX and UI principles, equipping them to develop prototypes centered on user-centered solutions. By merging theoretical learning with practical applications, the course prepares students to confidently tackle UX/UI challenges, poised to deliver projects that resonate with users and enhance their digital interactions. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5203. Graduate: User Experience/User Interface (UX/UI) Design 3. 3 Credit Hours.**

Navigating the comprehensive development of a digital product, this course marries the in-depth process of UX research and iterative testing with a practical foray into design systems, laying the groundwork for a fully realized prototype. Students will be immersed in user research methodologies to deeply understand their target audience's needs and behaviors, leveraging these insights to inform the iterative design and refinement of their digital solutions. An introduction to design systems is integrated into this process, providing students with an understanding of creating scalable and consistent design elements. This focus ensures that, while the course offers a hands-on approach to prototype development, students also gain foundational knowledge in utilizing design systems to enhance the coherence and efficiency of their projects. Balancing the intricacies of design systems with the broader scope of digital product development, the curriculum equips students with the skills to navigate from conceptual research to the polished prototype, ready for professional presentation and implementation. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5221. Graduate: User Experience/User Interface (UX/UI) Portfolio. 3 Credit Hours.**

For UX/UI Design students, this course focuses on building a standout portfolio that highlights their expertise in designing intuitive and impactful user experiences. Through a curated selection of projects, students will demonstrate their comprehensive understanding of user-centered design processes, including research, prototyping, usability testing, and final interface design. The portfolio will not only reflect technical proficiency and aesthetic sensibility but also the ability to empathetically address user needs and challenges. Strategic storytelling and clear articulation of design decisions will be key components, showcasing the student's role in enhancing user satisfaction and driving innovation in digital product design. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

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**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

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

**DES 5301. Graduate: Illustration 1. 3 Credit Hours.**

Illustration is a dynamic field where personal artistic expression meets the demands of public discourse, allowing for the communication of complex concepts through a visual medium. In this foundational class, students are equipped with a wide range of visual, conceptual, and narrative skills, applying them to design problems in fun and challenging ways. The curriculum is crafted to ensure a robust introduction to the illustration process, covering essential techniques from initial research and sketching to refined execution. Learners will expand their digital proficiency, complementing prior and adjacent knowledge while simultaneously exploring the rich possibilities offered by analog materials. Participants are challenged with a series of prompts promoting versatility in visual and conceptual expression. They're immersed in foundational image-building techniques and the art of figurative expression. The sketchbook as an incubator for ideas, within it, learners will document their exploratory and iterative processes, vital for ideation and artistic growth. Research methodologies tailored to illustration will be introduced, equipping students with the skills to underpin their creative work with solid inquiry. Fostering critical communication skills, the program sharpens students' abilities to critique, present, and analyze effectively. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**DES 5302. Graduate: Illustration 2. 3 Credit Hours.**

Building upon the fundamentals, students are situated within the context of the design process while offering a platform for visual, narrative, and conceptual experimentation. Analog and digital mediums are used to create compelling images with the goal of cementing a broad set of visual and conceptual skills. The curriculum enriches figurative illustration techniques and pictorial tools, fostering the ability to convey sophisticated visual metaphors and narratives. The collaborative potential of illustration is explored, seeking the balance between the internal priorities of the individual artist and the exterior concerns of a design task. Learners will sharpen their ability to translate intangible ideas into visual language, enhancing their illustrative responses with depth and critical insight. The course also touches on the illustrator's role in social discourse, underlining the impact of visual art on public engagement. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

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

**DES 5303. Graduate: Illustration 3. 3 Credit Hours.**

This course is designed for the illustrator to solidify their personal voice and experiment with its potential for use within the larger arena of design. Personal voice is a connection between visual aesthetics and conceptual sensibility. It is a way of seeing and thinking that is uniquely tied to the illustrator's individuality and to develop it this course is a process in self-reflection. The insights gained from this investigation will guide the illustrator's work as it is applied to design tasks to connect message, idea, and story to an audience via the channels of popular media. This course serves as a crucible for the illustrator's personal voice, facilitating its evolution and application in the expansive field of design. The personal voice emerges at the confluence of visual aesthetics and conceptual acuity, reflecting a distinct way of perceiving and conceptualizing unique to each illustrator. Through a journey of self-reflection, students are encouraged to delve into their individuality, cultivating a voice that resonates through their work. The process is not only introspective but also practical, guiding the creation of illustrations that effectively convey messages, ideas, and narratives to audiences across popular media and within practically applied design scenarios. The insights derived from this deep self-exploration become the bedrock upon which illustrators can purposefully position their work, ensuring relevance and impact within the contemporary landscape of illustration and design. This course is a strategic step towards not just defining an illustrative identity, but also aligning it with professional aspirations and societal contexts. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5321. Graduate: Illustration Portfolio. 3 Credit Hours.**

Illustration students in this course will compile a portfolio that vividly showcases their unique artistic voice and versatility across various forms of media and genres. From editorial illustrations to character design and beyond, the course guides students in selecting works that highlight their conceptual thinking, storytelling ability, and technical skills. Emphasis will be placed on developing a portfolio that communicates the illustrator's capacity to engage audiences, evoke emotion, and bring narratives to life visually. The course aims to prepare students to present themselves effectively to potential clients or employers, highlighting their readiness to contribute creatively to projects and campaigns in the illustration field. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Class Restrictions:** Must be enrolled in one of the following Classes: Graduate 18 to 35 Credits.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

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

**DES 5400. Graduate: Design History Special Topics. 3 Credit Hours.**

This course is tailored to offer an in-depth examination of a specific, timely topic within the chosen discipline. It provides a unique opportunity for students to engage with cutting-edge methodologies, theoretical advancements, or interdisciplinary collaborations. The focused nature of the course encourages students to conduct thorough research and apply innovative approaches to their work, contributing new insights and solutions to the field.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5401. Graduate: History of Modern Graphic Design. 3 Credit Hours.**

This course surveys the development of graphic design within the context of technological advances, political upheaval, commerce, and cultural and artistic exchange. We will consider the ever-shifting role of the graphic designer throughout history, how designers have drawn from past inspiration to create work that resonates with contemporary audiences in fresh ways, and we will consider how formal qualities play an essential role in how meaning is conveyed. We will discuss issues and works that are relevant to the field of graphic design in order to enrich your practice and develop critical thinking skills that will be useful to you throughout your academic and professional careers. You will develop a heightened awareness of the ways in which contemporary experience relates to the past and how the graphic images that surround us every day communicate through both style and content. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Class Restrictions:** Must be enrolled in one of the following Classes: Graduate 18 to 35 Credits.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

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

**DES 5403. Graduate: History of Illustration. 3 Credit Hours.**

Embark on an exploration of the historical tapestry of illustrated communication. This journey traces the roots of visual storytelling from ancient civilizations to the contemporary landscape. Uncover the diverse forms and functions of illustration, discovering its pivotal role in shaping cultural narratives, political discourse, and the visual aesthetics of various epochs. Engage with illustration's varied formats, analyze influential works, and participate in discussions exploring themes such as the intersection of illustration with gender, race, and socio-political movements. By the end of this study, participants will gain a nuanced understanding of how illustration has mirrored and shaped the ever-changing dynamics of human civilization. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

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

**DES 5430. Graduate: Illustration History Special Topics. 3 Credit Hours.**

This course is tailored to offer an in-depth examination of a specific, timely topic within the chosen discipline. It provides a unique opportunity for students to engage with cutting-edge methodologies, theoretical advancements, or interdisciplinary collaborations. The focused nature of the course encourages students to conduct thorough research and apply innovative approaches to their work, contributing new insights and solutions to the field.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5497. Graduate: 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. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5521. Graduate: The Art of Infographics. 3 Credit Hours.**

Discover the power of visual storytelling in "The Art of Infographics." This course offers a journey into the dynamic world of infographics, blending design, data, and narrative. You'll explore how these visual elements shape our understanding of complex information. Emphasizing critical thinking and creativity, the course guides you through transforming data into compelling visual narratives. You'll engage with hands-on projects, developing skills to craft infographics that are informative and aesthetically striking. Ideal for students across disciplines, this course will equip you with the tools to communicate effectively in our increasingly visual world. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5522. Graduate: User Experience (UX) and User Interface (UI) Design for Beginners. 3 Credit Hours.**

Embarking on exploring UX/UI design, this course serves as an introduction for those curious about crafting intuitive and visually compelling digital experiences. Through interactive projects and hands-on learning, students will uncover the basics of user research, build wireframes and prototypes, and explore the visual elements of UI design, including color theory, typography, and layout. Designed to spark curiosity and enthusiasm, the curriculum encourages students to think broadly about design solutions, extending their insights beyond traditional applications to various digital platforms. This course is tailored to ignite a passion for UX/UI design, offering beginners a comprehensive overview of the field's core principles and practices. By fostering creativity and innovation, it prepares students with a foundational understanding and appreciation of design's impact on user experience, equipping them with the skills and confidence to pursue further exploration in the dynamic UX/UI design world. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5523. Graduate: Illustration for Beginners. 3 Credit Hours.**

Explore the realm of illustration to establish or enhance your understanding of its publicly communicative and personally expressive potential. Engage with an array of pictorial methods as a means of crafting compelling visual concepts and forging connections with your audience. Delve into the narrative, symbolic, and conceptual frameworks that make illustrations resonate with viewers, bridging the gap between art and design. You will learn to react to written source material, uncovering the methods of visual interpretation and their potent impact on conveying content and meaning. This course is an invitation to harness the power of iteration as a catalyst for ideation and creative growth. With each project, you'll develop a deeper appreciation for the iterative process, embracing the revelatory potential of the drawing solution you haven't yet done. Prepare to contribute to the dynamic tapestry of images that inform our cultural landscape. We offer you not just a course, but a portal to understanding, participating, and driving the visual dialogue within our popular culture. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5524. Graduate: Web Design for Beginners. 3 Credit Hours.**

Offering an introduction to web design, this course centers on interactive software, layout, typography, hierarchy, and organization. Learners will grasp foundational concepts in HTML and CSS, alongside visual programming design tools, to comprehend web functionality and aesthetics. With a focus on introductory coding, wireframe creation, and website publishing through visual programming tools, web design becomes accessible to students from all disciplines. This method empowers learners to actualize their creative visions online, simplifying the complexities of the digital design landscape. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5525. Graduate: Motion Design for Beginners. 3 Credit Hours.**

Embarking on the foundational journey of motion design, this introductory course sets the stage for students to explore the captivating world of digital storytelling and animation. It lays the groundwork for understanding the principles of motion graphics, from basic animation techniques to integrating visual effects and sound design. Students will learn to bring their creative visions to life, employing industry-standard software to craft engaging narratives and dynamic visual content. Through a series of hands-on projects, the course cultivates an environment of experimentation and discovery, enabling students to develop their unique style and approach to motion design. This class serves as the essential first step for those aspiring to master the art and technique of motion design, providing the skills and confidence to progress to more advanced studies and creative challenges. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5530. Graduate: Brand Identity Special Topics. 3 Credit Hours.**

This specialized course focuses on a particular aspect of brand identity, allowing students to engage with complex branding projects, such as rebranding efforts or creating comprehensive brand identity systems. The curriculum is structured around a focused exploration of strategic branding elements. It provides a deep dive into how brands can effectively communicate their values and connect with target audiences through visual and digital media. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5531. Graduate: Brand Identity for Hospitality. 3 Credit Hours.**

In the hospitality industry, branding is not just necessary; it's vital for survival and success. This course takes students on an in-depth exploration into creating standout brands for hotels, resorts, restaurants, cafes, and event services. With a focus on the unique aspects of hospitality - such as guest experience, atmosphere, and service excellence - students will learn to craft brand identities that resonate with target audiences and differentiate offerings in a crowded marketplace. Students will focus on a single business, culminating in a project highlighting their ability to meet its specific branding needs, poised to impact this industry significantly. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5532. Graduate: Brand Identity for Sports. 3 Credit Hours.**

Diving into the dynamic world of sports branding, this course guides students through creating compelling brand identities in the sports industry. From understanding the fundamentals of branding to applying these concepts in designing unique sports brand visuals, students will engage in projects that bring their brand visions to life. This class is perfect for anyone interested in blending their passion for sports with creative design, offering practical insights into developing brands that stand out in the competitive sports market. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5533. Graduate: Brand Identity for Museums. 3 Credit Hours.**

Immersing students in the dynamic field of exhibition branding, this course empowers them to apply their extensive design knowledge toward crafting a comprehensive brand identity for exhibitions. Tailored for those with a solid foundation in design principles, the class emphasizes the development and execution of a cohesive branding strategy for exhibitions. Students will navigate the complexities of branding in a museum or gallery context, focusing on creating immersive experiences that engage and educate visitors. This hands-on approach allows students to integrate various design disciplines - from typography and layout to digital interfaces and environmental graphics - into a singular, impactful brand identity. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5541. Graduate: Form Making. 3 Credit Hours.**

Designers have upheld the mantra "form follows function" for more than a hundred years now, asserting that appearance is secondary to content. In Form Making, you will explore how form - shape, style, color, texture, and other qualities - serves an essential function. Form Making is how we entice, provoke, and challenge. In this hands-on course, you'll create work that grabs attention and makes people think. You'll find fresh aesthetics to question and reshape societal norms. You'll take risks, stepping out of your comfort zone and strengthening your creative practice. Assignments explore the possibilities of tools, generative processes, defining and remixing styles, combining rules with chance, and more. Lectures featuring historical and contemporary work complement your studio practice. The goal is to create new, innovative forms of type and image, and to forge a visual language that is all your own. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5542. Graduate: Design for Digital Marketing. 3 Credit Hours.**

Delving into the intersection of digital marketing and graphic design, this curriculum prepares students to master the art of online brand representation and consumer engagement. It emphasizes the critical role of graphic designers in shaping digital marketing strategies, focusing on creating compelling digital experiences that resonate with target audiences. Students will be equipped to innovate and execute effective digital campaigns by understanding the principles of design, marketing, and technology, positioning themselves as pivotal assets in any marketing team or design-focused organization. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5543. Graduate: Design for Advertising. 3 Credit Hours.**

Steering into the unique blend of design principles and advertising strategy, this course sheds light on the critical role graphic design plays in crafting persuasive advertising content. It differentiates itself by focusing on how visual design elements - color, typography, layout, and imagery - can be harnessed to tell compelling brand stories, evoke emotions, and drive consumer action. By emphasizing design thinking and creative problem-solving within the context of advertising, students will engage in projects that challenge them to think beyond traditional advertising techniques, preparing them for innovative work in creating visually driven advertising solutions. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5544. Graduate: Design Activism. 3 Credit Hours.**

Use your creativity for a noble dual purpose: advancing your design expertise while advocating for important social causes. Whether it's developing a unified visual identity for a charitable campaign or a street art guerrilla campaign, your endeavors will extend beyond the conventional realms of design. This course is designed to refine your design abilities while highlighting the pivotal role of design in both advocacy and societal transformation. Gear up to make a profound difference, blending the power of aesthetics with the essence of activism. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5545. Graduate: Typeface Design. 3 Credit Hours.**

Within a hands-on environment, this course unravels the complexities of typography, guiding students through creating their own typefaces from sketch to screen. Emphasizing typographic principles and anatomy, the curriculum fosters a deep dive into the craft of type design. Students will embark on a project-focused journey, culminating in creating a unique typeface that showcases their understanding of form, function, and aesthetic nuance in typography. This immersive experience prepares designers to contribute original typefaces to the evolving landscape of visual communication. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5546. Graduate: Packaging Design. 3 Credit Hours.**

This course offers an in-depth exploration of packaging design, emphasizing the critical role of visual representation in the modern marketplace. Students will use advanced production technologies, including 3D modeling and rendering, to create innovative packaging solutions. Emphasis is placed on conceptual development, aesthetic appeal, practical execution, and the integration of graphic design and branding principles, underscoring their importance in creating compelling and marketable packaging. This approach prepares students to meet the evolving demands of the packaging industry, transforming ideas into tangible, market-ready designs. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5547. Graduate: Wayfinding. 3 Credit Hours.**

Explore the world of wayfinding, an interdisciplinary design practice that addresses the intricate challenges of navigation within various built environments and public spaces. This specialized course covers the breadth and depth of wayfinding - from the bustling corridors of airports and train stations to the sprawling campuses of universities and intricate pathways of hospitals. Students will delve into the art and science of human navigation, learning to blend typography, symbols, color, and custom forms to cultivate environments that guide and inform effortlessly. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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



**DES 5548. Graduate: Design Sprints. 3 Credit Hours.**

Design sprints are an innovative and strategic process teams use to solve complex problems through rapid ideation, prototyping, and user testing. This course on design sprints introduces students to a hands-on, collaborative approach to design thinking and problem-solving within a condensed timeframe. Through this course, participants will learn how to effectively facilitate design sprints, from understanding the problem space to ideating solutions, creating prototypes, and validating ideas with real user feedback. Emphasis is placed on developing practical skills in collaborative ideation, rapid prototyping tools, and user research methodologies. Students will engage in immersive, real-world projects that challenge them to apply design sprint principles to address timely and relevant design problems. By the end of the course, students will be equipped with the knowledge and experience to lead design sprints that accelerate innovation, improve user experiences, and influence product development strategies. This course is ideal for designers, product managers, and anyone interested in learning a structured approach to creative problem-solving and innovation. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5549. Graduate: Editorial Design. 3 Credit Hours.**

Exploring the world of Editorial Design, this course guides students through the dynamic landscape of creating visually compelling narratives within magazines, newsletters, and other publication formats. It delves into the core of editorial design, examining its evolution, current trends, and potential future directions, emphasizing the pivotal role of typography in shaping reader experience and engagement. Students will be immersed in designing layouts that aesthetically please and effectively communicate content, balancing visual elements with textual information. Through hands-on projects, they will experiment with various design strategies, exploring how to harness the power of typography, imagery, and layout to craft stories that captivate and inform. This course is a journey into understanding the intricacies of editorial design, equipping students with the skills to innovate in the ever-evolving world of print and digital publications. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5551. Graduate: Lettering. 3 Credit Hours.**

Delving into the art of lettering, this class unravels the intricate relationship between text and image, guiding participants through creating hand-drawn letters that embody specific moods, styles, or narratives. Embarking on a journey into the personalized world of lettering, students discover how to imbue their designs with distinct character and emotion, transcending the limits of standard typefaces. Through a blend of foundational brush techniques and advanced digital execution, the course ensures learners master the expressive potential of making letters that speak. Engaging with historical and contemporary lettering practices, students will appreciate their cultural significance and apply their insights across diverse projects, from branding and editorial design to packaging. Structured to spark creativity and precision, alongside a deep understanding of typographic aesthetics, this course equips students with the skills to leverage the power of lettering in creating impactful messages. It's an invitation to enhance one's design repertoire, fostering a deeper connection to typography and opening new avenues for creative expression in any project or endeavor. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5552. Graduate: Illustrated Book Design. 3 Credit Hours.**

On a journey that merges illustration with narrative, this course navigates the art of transforming stories into visually compelling illustrated books with a keen eye on the publishing industry and foundational design principles. It delves into the synergy between text and imagery, exploring typography, layout, illustration techniques, and essential design principles to create engaging visual narratives. This exploration equips learners to craft works that resonate with audiences and stand out in the publishing world. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5553. Graduate: Poster Design. 3 Credit Hours.**

Posters wield the unique ability to capture the essence of ideas, movements, and cultures within a single glance, offering a canvas where design meets purpose. This course delves into the creation of such powerful visual statements, guiding students through a journey of artistic and conceptual development. It equips learners with the skills to harness typography, imagery, and layout in crafting messages that engage, inform, and persuade across various themes and contexts. Through this exploration, students gain the expertise to produce work that stands out visually and carries a lasting impact. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5554. Graduate: Illustration for Design. 3 Credit Hours.**

Students in this class will explore creatively to discover how illustration complements and enhances design. Through a broad spectrum of image-making activities, the course encourages the exploration of different illustration styles tailored for various design challenges. With a focus on the synergy between illustration and typography, projects are crafted to integrate these elements, cultivating a comprehensive understanding of how visuals and text unite to communicate compelling narratives and concepts in diverse visual contexts effectively. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5555. Graduate: Murals. 3 Credit Hours.**

Navigating the intersection of illustration, design, and public art, this course offers a focused exploration into mural creation for illustrators and designers eager to apply their skills on a grand scale. It blends historical insights with contemporary techniques, enabling students to craft murals that resonate with community narratives and spaces. Emphasizing design principles and illustrative storytelling, the curriculum guides learners through every phase of mural making - from ideation and design to the logistics of executing large-scale projects. Collaborative opportunities with local entities underscore the practical application of skills, fostering a deep connection between artistic expression and public engagement. This course is a conduit for designers and illustrators to amplify their visual language, transforming public spaces into canvases that narrate compelling stories. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5556. Graduate: Illustrated Journalism. 3 Credit Hours.**

Illustrators, functioning as visual journalists, record events through images, imbuing them with a sense of immediacy and humanity. In its most easily understood paradigm, illustration reacts to preexisting written words. In a break from this constriction, illustrated journalism opens the door for the illustrator to be the first, primary, and independent voice, taking full ownership of research, messaging, and potentially the distribution of their investigation. This practice can merge elements of a travel sketchbook, social commentary, and community engagement. Visual journalists can play the role of neutral observers, even-handedly shedding light on their subject, or they can allow their opinion and outlook to inform the images they create in reaction to the area they are investigating. Take this class if you are an artist, designer, or illustrator interested in connecting to the world around you through self-initiated lines of inquiry. Alternatively, join if you are a journalist wishing to add a visual component to your written language skills. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5557. Graduate: Stylized Figure for Illustration. 3 Credit Hours.**

In the world of illustration, artists have a wealth of figurative approaches at their disposal. They can opt for hyper-realism, complete with detailed shading and precise proportions, or they can convey a figure with just a few strategic strokes on a simple shape, achieving an ultra-minimalist representation. There is a whole spectrum of styles in between, each offering a unique means for illustrators to communicate their message via the aesthetic choices they've imbued within the figure they've created. This course delves into these diverse methods, providing a structured exploration of the various ways to represent the figure. Engaging with live models, references, and the limitless scope of imagination, you will experiment with both traditional and digital mediums in your studies and final pieces. You'll apply the figure in design tasks, leveraging its stylization not merely for aesthetic effect, but as a crucial element in storytelling, conveying ideas and establishing mood. Throughout the course, you may discover manners of stylization you wish to adopt long-term, aiding the evolution of your distinctive artistic voice. For some, this journey may take more time, but the practices and discussions offered here will be pivotal in guiding your ultimate choices of how to distinctively depict the human figure. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5558. Graduate: Illustrated Scenes and Settings. 3 Credit Hours.**

Compelling stories place their characters within worlds that reach out to their audience, inviting us in to get lost, to discover, and more. This is certainly true for a setting's role in driving plot within a traditional narrative structure. However, the same can be said when we broaden the concept of story to include non-sequential, metaphorical, and symbolic images that utilize environments. While there is no single correct way to construct a sense of place, common threads do exist. For instance, scenes and settings often employ a variety of elements structured into a spatial orientation with a front, middle, and back. Students in this course will explore different ways of establishing space and integrating it within a composition. Illustrators can use the world around them as a resource for creating imagined worlds that do not yet exist. To nurture this skill, the class will spend time enriching our observational databases with a diversity of elements such as various trees and an array of buildings. Conversely, we will delve into the reinterpretation of these subjects, combining them in new ways to represent fictional or fabricated scenes that we cannot directly observe and record. The construction of a scene is a potent tool for advancing ideas or narratives. With this in mind, we will employ scenes as vehicles to propel our stories and characters forward. We will use them as platforms for stylistic experimentation, and as means to solve problems within a larger design context. After this deep dive into the world of "world-building," students will emerge with enhanced abilities to construct and utilize the power of scenes and settings for compelling communication. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5559. Graduate: Icons and Illustration Systems. 3 Credit Hours.**

At the intersection of illustration, branding and digital interface design stands the articulate and varied language of icon and illustration systems. These elements are instrumental in crafting a user's experience and also act as vital communicators of a brand's unique identity across various platforms, including social media, physical spaces, digital and web applications. Engaging with the aesthetics of iconography and illustration, students will investigate the nuances of visual communication essential for intuitive navigation and brand storytelling. Focusing on the miniature yet impactful world of icons, learners will examine how these tiny glyphs concisely enable quick and language-independent user interaction. The exploration will extend to the complexities of illustration systems. Students will refine their artistic judgment and develop a discerning eye for style, learning how these miniature marvels serve as cohesive elements that contribute to a brand's 'vibe'. Through theoretical learning and practical assignments, the course aims to cultivate a comprehensive skill set in building effective and compelling icon libraries and illustration systems. The course is tailored for illustrators interested in applying their work to systems design within tech, to graphic designers seeking to deepen their understanding of visual symbology, to UX/UI designers aiming to take full control of their visual elements, and anyone interested in the creative process behind image libraries. By the course's end, students will be proficient in the strategic application of visual elements, capable of solving design problems with an innovative and visually resonant approach. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5561. Graduate: Motion Design. 3 Credit Hours.**

This advanced course broadens students' exploration into the dynamic field of motion design, going beyond digital storytelling to include a wide range of motion graphics techniques and applications. It offers an in-depth look at sophisticated animation practices, visual effects, and conceptual development, encouraging students to experiment with various forms of motion design. Ideal for those seeking to deepen their understanding and expand their capabilities, this class challenges learners to apply advanced skills in new and innovative ways, preparing them for professional success in diverse digital media landscapes. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5562. Graduate: Creative Coding. 3 Credit Hours.**

Delving into the intersection of art, design, and technology, this course unfolds the potential of coding as a canvas for creative exploration and innovation. It offers a dive into the essentials of programming tailored for the imaginative mind, focusing on the building blocks of digital creation - variables, conditionals, loops, and functions - through a programming language designed with artists and designers in mind. The curriculum emphasizes practical, hands-on experiences, guiding students through translating abstract concepts into interactive and dynamic visual forms. By demystifying coding principles, the course empowers students to harness computational tools for enhancing their creative vocabulary, enabling them to forge unique, interactive, and responsive design works that push the boundaries of conventional visual communication. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5563. Graduate: Advanced Digital Tools. 3 Credit Hours.**

Focusing on the pinnacle of digital craftsmanship, this course transcends traditional boundaries to explore the most advanced concepts in digital design. It aims to cultivate an elite cadre of designers who are adept at navigating the complexities of digital tools and visionaries capable of setting new benchmarks in the design industry. Students will be immersed in challenging projects that demand a high level of analytical thinking, creative problem-solving, and the ability to predict and adapt to the ever-evolving landscape of digital technology. The curriculum is carefully curated to foster an environment where innovation flourishes, encouraging students to experiment with novel approaches and unconventional ideas. Emphasis is placed on the seamless fusion of form and function, ensuring graduates are well-equipped to create compelling, user-centric designs that resonate in a digital-first world. This course is not just about mastering today's tools but about embracing the mindset needed to shape the digital experiences of tomorrow. Through rigorous exploration and creative experimentation, students will emerge as leaders in their field, ready to influence the future direction of digital design with their visionary work. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5564. Graduate: Accessible Design. 3 Credit Hours.**

Delving into creating universally accessible and inclusive digital designs, this course underscores the essence of crafting interfaces and content catering to human diversity. With a keen focus on integrating accessibility principles, guidelines, and best practices from the ground up, it equips students with the knowledge and skills to ensure digital products are perceivable, operable, understandable, and robust for all users, including those with disabilities. The journey through this course enriches learners with the ability to apply universal design standards to a wide array of digital media, fostering a profound understanding of the social, ethical, and legal facets of accessibility. Engaging in rigorous projects and accessibility evaluations, students will emerge as champions of digital inclusivity, poised to advocate for and implement designs that make the digital realm more welcoming and accessible to everyone. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5565. Graduate: Design Systems. 3 Credit Hours.**

Exploring the intricate world of design systems, participants are guided through the process of creating scalable and efficient frameworks that ensure consistency across digital products. The journey encompasses establishing solid design principles, crafting reusable components, and managing libraries that significantly streamline the design and development process. Key areas of focus include understanding the significance of design tokens, enhancing collaboration between designers and developers, and mastering strategies for the ongoing maintenance and evolution of design systems to meet project demands. Through practical, hands-on projects, learners will have the opportunity to build their own design system from the ground up, gaining valuable skills applicable in professional settings. This course aims to equip a broad audience with the essential knowledge and tools needed to implement robust design systems, emphasizing the discipline required to produce cohesive, user-centered digital experiences. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5566. Graduate: Service Design. 3 Credit Hours.**

Focusing on the strategic and practical aspects of designing services that meet user needs and deliver memorable experiences, this service design course introduces the principles and methodologies that underpin effective service delivery. Students will learn to map out service ecosystems, understand customer journeys, and design touchpoints that enhance user interaction with services. Emphasizing a multidisciplinary approach, the course covers techniques for ideating, prototyping, and testing services, integrating insights from fields like UX/UI design, business strategy, and psychology to create cohesive and user-centric service solutions. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5567. Graduate: Designing for the User. 3 Credit Hours.**

This advanced user research course intensifies the focus on specialized methodologies to enhance UX/UI design projects. It meticulously covers various research tools and analysis techniques and emphasizes the practical application of these findings in the design process. Tailored for those seeking to deepen their user research capabilities, the course equips students with the skills necessary for comprehensive studies, enabling precise insights into user needs and behaviors. This detailed approach to user research prepares students for roles that require a high level of expertise in understanding and addressing user-centered design challenges. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5568. Graduate: Design Research Methods. 3 Credit Hours.**

Offering a thorough investigation into the methodologies that underpin effective design research, this course equips students with the skills to conduct, analyze, and apply research across various design disciplines. Students will engage with a range of qualitative and quantitative techniques, learning how to translate insights into actionable design decisions. The curriculum emphasizes empathy, observation, and systematic inquiry, blending theoretical study with practical application through case studies, hands-on projects, and workshops. This approach prepares students to incorporate research methodologies into their creative practices, enhancing their ability to produce informed and innovative designs. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5569. Graduate: 3D Modeling for Design. 3 Credit Hours.**

Integrating the fundamentals of 3D design across the disciplines of graphic design, interactive design, and illustration, this course equips students with the skills to create immersive, three-dimensional visuals that transcend traditional boundaries. Engaging with advanced 3D modeling, texturing, and rendering techniques, participants from diverse creative backgrounds will explore how 3D design can amplify the impact of their work, whether in storytelling, brand development, or digital experiences. The curriculum, grounded in hands-on learning through industry-standard software, encourages exploration and innovation, allowing students to bring their unique visions to life in a 3D space. This course is designed not only to broaden the technical toolkit of designers and illustrators but also to foster a deep understanding of how 3D elements can enhance visual communication in a variety of media. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5571. Graduate: Event Design. 3 Credit Hours.**

Merging creative narrative with the precision of design strategy, this course offers a deep dive into the art of event design. It equips students with comprehensive skills to conceptualize, design, and implement events that resonate with audiences and effectively communicate intended messages or themes. Emphasizing hands-on learning, the curriculum guides students through producing an actual event, fostering collaboration among classmates, and, at times, engagement with external clients. This experiential approach is complemented by a focus on strategic thinking, audience engagement, and the innovative use of technology to create immersive environments. Students will emerge from the course with the ability to craft memorable experiences that leverage the power of events as a dynamic medium for storytelling and brand expression. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5572. Graduate: Entrepreneurial Design. 3 Credit Hours.**

Empowering creative minds with an entrepreneurial spirit, this course is an incubator for those eager to translate their artistic talents into innovative ventures. It focuses on the journey from conceptualizing original ideas to presenting market-ready creative projects, emphasizing the dynamics of successful strategy and customer engagement without the complexities of business legalities or financial planning. Through hands-on projects, participants will explore how to develop a compelling narrative for their work, understand their target market, and effectively pitch their ideas. This course is tailored for aspiring designers and illustrators, offering a unique blend of creative exploration and practical application. It equips students with the skills to communicate their visions and secure a place in today's competitive landscape. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5573. Graduate: Design Studio. 3 Credit Hours.**

The Design Studio course offers students a unique opportunity to dive into the professional design world through direct collaboration with real clients. This pivotal experience bridges academic concepts with practical application, allowing participants to engage in various design projects. Within this dynamic environment, students hone their ability to navigate client relationships, articulate creative solutions, and adapt to the evolving needs of their projects. Emphasizing teamwork, strategic thinking, and effective communication, the course is designed to cultivate a deep understanding of the design process from start to finish. Students will emerge with enhanced skills in problem-solving, project management, and client interaction, equipped with the knowledge and experience necessary to tackle complex design challenges in their future careers. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5582. Graduate: Independent Study. 3 Credit Hours.**

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.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5596. Graduate: Studio Management. 3 Credit Hours.**

This course is thoughtfully crafted for designers and illustrators at any stage of their career, from those contemplating freelance work to those envisioning launching their own studios. It offers a deep dive into the essentials of self-employment within creative industries, covering a broad spectrum of business skills, including financial management, client relations, marketing strategies, and project management. Recognizing that most creatives will navigate the complexities of working for themselves at some point, the curriculum is designed to equip individuals with the necessary tools to survive and thrive in the freelance world or as studio owners. Through case studies, hands-on exercises, and real-world projects, participants will learn to manage their businesses effectively, ensuring their creative endeavors are professionally rewarding and financially sustainable. This course bridges creative talent and entrepreneurial success, preparing participants for the realities of the modern creative landscape with confidence and strategic insight. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5800. Graduate: Special Topics. 3 Credit Hours.**

This course is tailored to offer an in-depth examination of a specific, timely topic within the chosen discipline. It provides a unique opportunity for students to engage with cutting-edge methodologies, theoretical advancements, or interdisciplinary collaborations. The focused nature of the course encourages students to conduct thorough research and apply innovative approaches to their work, contributing new insights and solutions to the field. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5810. Graduate: Design Special Topics. 3 Credit Hours.**

Offered as a focused exploration within graphic and interactive design, this course allows students to engage deeply with a particular subject that is of current significance to the design community. Whether the focus is on emerging technologies in web design, advanced typographic studies, or another specialized area, the curriculum is tailored to provide students with a concentrated learning experience that enhances their skills and knowledge in a specific aspect of design. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5820. Graduate: User Experience/User Interface (UX/UI) Special Topics. 3 Credit Hours.**

This course is designed to offer students an immersive experience in a specific aspect of UX/UI design, responding to current trends and industry demands. Whether focusing on advanced user research, interaction design, or another specialized area, the curriculum is crafted to provide an in-depth exploration of the chosen topic. Students will engage in projects that challenge them to apply theoretical knowledge to practical design solutions, preparing them for the complexities of the UX/UI field. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5830. Graduate: Illustration Special Topics. 3 Credit Hours.**

Focused on a specific area of advanced illustration, this course invites students to deepen their expertise in narrative storytelling, character design, or digital illustration tools. Through a concentrated curriculum, students will explore sophisticated illustration techniques and concepts, allowing them to refine their style and expand their skills in line with current industry trends and historical contexts. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5841. Graduate: Design and Illustration Workshop in Japan. 3 Credit Hours.**

This summer workshop invites design and illustration students to Tokyo, where the rich tapestry of traditional Japanese culture interweaves with cutting-edge design innovation. Throughout the course, participants can immerse themselves in a city that exemplifies contrast and harmony, from serene gardens and historic temples to bustling streets leading to modern design studios and digital art spaces. Students will explore the principles of Japanese aesthetics, such as simplicity and the celebration of imperfection, and see how these time-honored concepts are translated into contemporary design practices. The program emphasizes experiential learning, with Tokyo as both classroom and muse, encouraging students to draw creative inspiration from their surroundings. Through this exploration, the workshop aims to enhance students' design sensibilities, giving them a broader understanding of how cultural context shapes artistic expression. It's an opportunity to deepen their design skills within the vibrant context of Tokyo, preparing them to infuse their future work with a blend of tradition and innovation. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 5842. Graduate: Design and Illustration Workshop in Rome. 3 Credit Hours.**

This summer workshop in Rome offers design and illustration students a unique blend of historical exploration and modern creative practice. Set against the backdrop of one of the world's most storied cities, the course encourages participants to draw from Rome's rich tapestry of art, architecture, and design. From ancient ruins to Renaissance masterpieces and contemporary design studios, students will find inspiration at every turn, bridging the gap between past achievements and current trends. The program focuses on experiential learning, with Rome's urban landscape as a dynamic classroom. Participants will explore the city's influence on visual storytelling and design thinking, applying these insights to their creative projects. This immersive experience is designed to enhance students' design skills and deepen their understanding of how historical context can inform and enrich modern design and illustration practices. By the end of the workshop, students will have gained a broader perspective on their craft, inspired by Rome's enduring legacy and innovative spirit. Graduate students will either conduct an in-depth annotated research project relevant to the course themes, embracing advanced research methods and documentation, or curate a comprehensive course portfolio that includes detailed annotations and reflections on their work for future professional use.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 8001. Graduate Design Thesis 1. 3 Credit Hours.**

Dive into the world of self-authored design in the Graduate Thesis course, a transformative journey where graduate students harness their creativity and expertise to produce large-scale, impactful projects. Each semester, students are presented with a unique theme that serves as a launchpad for exploration, challenging them to transcend boundaries in both concept and form. The course is a melting pot of ideas, where print, interactive media, and dynamic combinations of both are not just welcomed, but encouraged.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 8002. Graduate Design Thesis 2. 3 Credit Hours.**

This course is the culminating experience for GAID MFA students, offering both first-year and second-year students distinct opportunities to showcase their expertise and innovation in graphic and interactive design. For first-year students, the course is an immersive journey into collaborative design, partnering with a community organization to tackle real-world challenges. This partnership provides a platform for students to engage in socially responsible design, applying their skills to benefit both the community and enhance their learning. Students will work closely with their community partner to identify and address pressing needs, developing proposals that are both innovative and achievable within the semester's timeframe. The process emphasizes collaborative problem-solving, project management, and the creation of meaningful design interventions that resonate with the community's goals. Second-year students embark on a self-directed exploration, culminating in a final thesis project that represents the apex of their design inquiry and expertise. This project is an opportunity for students to delve deep into a topic of personal significance, demonstrating their ability to conduct comprehensive research, develop compelling narratives, and bring their ideas to life with a high level of skill and creativity. The course culminates in a professional exhibition at the Temple Contemporary gallery, where students present their thesis projects, showcasing their creativity, critical thinking, and design acumen to the public and professional communities.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**Pre-requisites:** Minimum grade of C- in DES 8001.



**DES 8021. Graduate Design Practicum 1. 3 Credit Hours.**

This course is a graduate-level design studio tailored to equip students with an MFA in Graphic and Interactive Design for their future careers. It supports ambitions ranging from launching a business to academic pursuits or achieving a creative director role. This course guides students through research, design execution, and self-promotion, culminating in a project that reflects their professional aspirations. It emphasizes critical thinking, goal setting, and project development, preparing students for professional success and leadership in their chosen paths.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 8022. Graduate Design Practicum 2. 3 Credit Hours.**

This course builds upon the foundational knowledge acquired in Graduate Design Practicum 1, serving as a continuation of the preparation for future careers, whether in entrepreneurship, academia, or creative leadership roles. Through a comprehensive curriculum encompassing research, design execution, and self-promotion, students refine their understanding of entrepreneurship and design leadership. Emphasizing critical thinking, goal setting, and project development, the course prepares students to navigate the professional landscape with confidence and clarity. Students emerge ready to make meaningful contributions as visionary designers and leaders in their chosen fields.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**Pre-requisites:** Minimum grade of C- in DES 8021.

**DES 8101. Graduate Design Studio 1. 3 Credit Hours.**

This course is a dynamic exploration of design thinking and creation, tailored for MFA students in Graphic and Interactive Design. Prepare to stretch the limits of form and function, navigating through complex prompts that will take your design projects to new heights. Engage with everything from cutting-edge user interfaces to groundbreaking physical products. With a focus on hands-on creation, advanced research, and iterative development, you'll transform your ideas into real-world solutions. This journey will sharpen your design methodologies, ensuring your projects radiate originality and effectiveness.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**DES 8102. Graduate Design Studio 2. 3 Credit Hours.**

Graduate Design Studio 2 delves deeper into form-based design exploration, challenging MFA students in Graphic and Interactive Design to push the boundaries of form and function. Centered around complex form prompts, this course encourages students to engage with a broader and more sophisticated range of design projects. From innovative user interfaces to exploratory physical products, students will harness their creativity and technical skills to develop solutions that address real-world challenges. The course emphasizes a hands-on approach to design, with a strong focus on advanced research, iterative development, and critical feedback. Through this rigorous exploration, students will refine their design methodologies, enhancing their ability to conceptualize and execute comprehensive design projects that demonstrate a high level of originality and effectiveness.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**Pre-requisites:** Minimum grade of C- in DES 8101.