

# 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 2001. Introduction to Design and Illustration. 3 Credit Hours.**

Diving into the world of graphic design, UX/UI design, and illustration, learners are equipped with the tools to develop conceptual thinking, creativity, and visual communication skills. Engaging with a variety of projects, participants will learn to visually articulate ideas, delve into the societal implications of design, and experiment with different mediums and techniques. This blend of theory and practical application broadens the understanding of design possibilities, setting the stage for students to pursue further specialization and innovative work in the ever-evolving fields of design and visual communication.

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

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

## **DES 2002. Introduction to Digital Tools. 3 Credit Hours.**

Focused on technological proficiency in graphic design, UX/UI design, and illustration, this course emphasizes mastering industry-standard software and fostering a lifelong learning mindset. It teaches mastery of current digital tools and instills the importance of adaptability to technological advancements. Through hands-on projects, students will learn the significance of being agile and resourceful, key traits for their long-term success in any creative discipline.

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

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

## **DES 2003. Introduction to Typography. 3 Credit Hours.**

Have you ever looked closely at a lowercase 'g'? Noticed its unique shape or the charming 'ear' at the top? In this hands-on course, you'll explore the world of letterforms and type classification, learning how to craft clear, organized text, and discover how typography can convey messages and express meaning. You'll work with both set type and hand-drawn lettering, developing a versatile toolkit to draw from. This course will lay a solid foundation for more advanced projects, from book design to digital media. By the end, you'll have the tools to confidently use type in your daily life and creative work.

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

**Pre-requisites:** Minimum grade of C- in DES 2002 (may be taken concurrently)

## **DES 2521. 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.

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

## **DES 2522. User Experience/User Interface (UX/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.

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

**DES 2523. 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.

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

**DES 2524. 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.

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

**DES 2525. 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.

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

**DES 3001. Design and Illustration. 3 Credit Hours.**

Bridging graphic and interactive design, illustration, and user experience, this course propels students into the multifaceted world of branding, equipping students with the tools to craft a robust brand identity across diverse contexts. Offering a wide array of branding exploration opportunities, students will engage with various aspects including digital experiences, user interface design, narrative illustration, typography, logo creation, environmental design, and signage. This approach provides a comprehensive foundation for building and understanding brands, allowing students to apply their unique strengths and perspectives to develop compelling brand identities across multiple platforms and physical spaces. Through a blend of collaborative and individual projects, the course ensures that each student can apply these concepts to projects that mirror real-world challenges, enhancing their preparedness for a variety of career paths.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

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

**Pre-requisites:** Minimum grade of C- in DES 2001, DES 2002, and DES 2003.

**DES 3002. Digital Tools. 3 Credit Hours.**

This course is designed to immerse students in the forefront of digital design innovation, focusing on current and emerging technologies that shape interactive and dynamic visual content. With a curriculum that evolves alongside technological advancements, students will be equipped to navigate and excel in the rapidly changing digital landscape. Through hands-on projects, the course emphasizes the development of skills necessary to create engaging, immersive experiences, preparing students for the future of design and storytelling in digital mediums.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

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

**Pre-requisites:** Minimum grade of C- in DES 2001, DES 2002, and DES 2003.

**DES 3101. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

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

**Pre-requisites:** Minimum grade of C- in DES 2003.

**DES 3102. 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.

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

**Pre-requisites:** Minimum grade of C- in DES 3101.

**DES 3103. 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.

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

**Pre-requisites:** Minimum grade of C- in DES 3102.

**DES 3201. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in DES 2002 and (DES 2522 or (DES 2001 and DES 2003))

**DES 3202. 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.

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

**Pre-requisites:** Minimum grade of C- in DES 3201.

**DES 3203. 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.

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

**Pre-requisites:** Minimum grade of C- in DES 3202.

**DES 3301. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in DES 2002 and (DES 2523, ART 2002, or (DES 2001 and DES 2003))

**DES 3302. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in DES 3301.

**DES 3303. 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.

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

**Pre-requisites:** Minimum grade of C- in DES 3302.

**DES 3400. Design History Special Topics. 4 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.

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

**DES 3401. History of Modern Graphic Design. 4 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.

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

**DES 3403. History of Illustration. 4 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.

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

**DES 3430. Illustration History Special Topics. 4 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.

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

**DES 3497. Graphic Design Theory. 3 Credit Hours.**

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

**Course Attributes:** WI

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

**DES 3530. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in ((DES 2001 and DES 3101) or DES 3001)

**DES 3531. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in ((DES 2001 and DES 3101) or DES 3001)

**DES 3532. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in ((DES 2001 and DES 3101) or DES 3001)

**DES 3533. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in ((DES 2001 and DES 3101) or DES 3001)

**DES 3541. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in DES 2001.

**DES 3542. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in ((DES 2001 and DES 3101) or DES 3001)

**DES 3543. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in DES 2001.

**DES 3544. 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.

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

**Pre-requisites:** Minimum grade of C- in ((DES 2001 and DES 3101) or DES 3001)

**DES 3545. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in DES 2003.

**DES 3546. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in DES 2001 and DES 2003.

**DES 3547. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in DES 2001 and DES 2003.

**DES 3548. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in DES 2001 and DES 2003.

**DES 3549. 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.

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

**Pre-requisites:** Minimum grade of C- in DES 3101.

**DES 3551. Lettering Design. 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.

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

**DES 3552. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in DES 3301.

**DES 3553. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in DES 2002 and (DES 2523 or (DES 2001 and DES 2003))

**DES 3554. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in DES 2002 and (DES 2001, DES 2522, or DES 2523)

**DES 3555. 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.

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

**DES 3556. 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 pre-existing 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in DES 2002 and (DES 2001, DES 2523, or DES 2522)

**DES 3557. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in DES 2002 and (DES 2001 or DES 2523)

**DES 3558. 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. To this end, 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in DES 2002 and (DES 2001 or DES 2523)

**DES 3559. 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 not only instrumental in crafting a user's experience, but they 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 that are 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 - each a vast and customizable landscape where components can be mixed and matched to reflect a brand's ethos and vibrancy across the many ways the brand presents itself to its audience. As students venture through the world of iconography, they 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.

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

**Pre-requisites:** Minimum grade of C- in DES 3301.

**DES 3561. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in (DES 2525 or DES 3002)

**DES 3562. 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.

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

**Pre-requisites:** Minimum grade of C- in DES 2002.

**DES 3563. 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.

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

**Pre-requisites:** Minimum grade of C- in DES 3002.

**DES 3564. 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.

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

**Pre-requisites:** Minimum grade of C- in DES 2002.

**DES 3565. 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.

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

**Pre-requisites:** Minimum grade of C- in DES 3201.

**DES 3566. 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.

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

**DES 3567. 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.

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

**Pre-requisites:** Minimum grade of C- in DES 3201.

**DES 3568. 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.

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

**DES 3569. 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.

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

**Pre-requisites:** Minimum grade of C- in DES 2002.

**DES 3571. 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.

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

**Pre-requisites:** Minimum grade of C- in DES 3001.

**DES 3572. 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.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Graphic and Interactive Design, Illustration + Emerging Media, User Exp + User Interface Dsgn.

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

**Pre-requisites:** Minimum grade of C- in DES 2002 and (DES 2001 or DES 2523)

**DES 3573. 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.

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

**Pre-requisites:** Minimum grade of C- in DES 3001.

**DES 3582. Independent Study. 1 to 3 Credit Hour.**

The proposal for a large-scale independent project must be approved by a faculty member who agrees to oversee the project prior to registration for the course.

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

**DES 3585. Internship. 3 Credit Hours.**

This internship course is structured to provide students with a practical experience that complements their academic studies. The program requires a paid internship for this three-credit elective course, emphasizing the professional value of the students' contributions. A commitment of at least 130 hours under the mentorship of professionals in their specific fields, whether graphic designers, interactive designers, or illustrators, ensures a rich, hands-on learning experience. This direct industry engagement allows students to apply classroom theories to real-world projects, enhancing their skills and portfolios. Key to the course is the development of professional behavior and responsibility, highlighted by the need for students to submit a detailed portfolio of their work and an evaluation from their supervisor at the end of their internship. Designed to bridge academic learning with practical application, this course aims to prepare students to transition from student to professional, enhancing their understanding of their chosen discipline and equipping them with the necessary tools for their future careers.

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

**Pre-requisites:** Minimum grade of C- in DES 3001 (may be taken concurrently)

**DES 3596. 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.

**Course Attributes:** WI

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

**Pre-requisites:** Minimum grade of C- in DES 3001.

**DES 3800. 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.

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

**Pre-requisites:** Minimum grade of C- in DES 2002.

**DES 3810. 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.

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

**Pre-requisites:** Minimum grade of C- in DES 3101.

**DES 3820. 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.

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

**Pre-requisites:** Minimum grade of C- in DES 3201.

**DES 3830. 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.

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

**Pre-requisites:** Minimum grade of C- in DES 3301.

**DES 3841. 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.

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

**DES 3842. 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.

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

**DES 4096. Capstone: Thesis. 3 Credit Hours.**

The senior thesis is the keystone project of your academic journey at Tyler. It showcases your unique vision, passion, and values as a graduating design or illustration student. You will lead and complete this project over the course of the semester, demonstrating the creativity, originality, and problem-solving skills that you have developed throughout your studies. This course is a Writing Intensive that will prepare you for the diverse writing tasks you will face as professionals in your field. You will learn and practice various writing skills, such as research, copywriting, technical writing, business writing, and more. Your final product will be a comprehensive case study that explains your process and outcomes.

**Course Attributes:** WI

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

**Pre-requisites:** Minimum grade of C- in (DES 3303, DES 3203, or DES 3103)

**DES 4101. Capstone: 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.

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

**Pre-requisites:** Minimum grade of C- in DES 3103.

**DES 4201. Capstone: 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.

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

**Pre-requisites:** Minimum grade of C- in DES 3203.

**DES 4301. Capstone: 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.

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

**Pre-requisites:** Minimum grade of C- in DES 3202.