

Design and Illustration (DES)

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 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.

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.

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 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.

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.

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 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 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 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.