

## GRAPHIC DESIGN Course Descriptions and Outcomes

### **GRD 2000 Graphic Design 1 – 3 cr.**

This course provides students with an overview of graphic design practice. Students concentrate on building visual language and communication skills as well as the vocabulary necessary for critical analysis. Topics covered include basic visual and typographic principles, type and image integration, composition, sequence, and craft. Students are also introduced to the design process, which includes research, ideation, iteration, refinement, and implementation. Image/image-series, logotypes, mark-making, digital presentations, and booklets are possible outcomes of this course. Prerequisites: Foundation: 2D, Foundation: Drawing 1, Foundation: Media 1 (Foundation: Drawing 1 may be taken concurrently)

#### **Outcomes:**

- Cite essential design elements such as content, form, typography, illustration, photography, and narrative.
- Reference software, type and image, supporting grid structures, relevant color, and audience issues.
- Analyze, define, articulate, and critique one's own work and peers.
- Communicate messages using type and image.
- Create project summaries and documentation.

### **GRD 2010 Typography 1 – 3 cr.**

This course emphasizes foundational typographic principles from letterform construction to hierarchies of extended text. Particular attention is directed toward typographic vocabulary, type as image, typographic organization, and the utilization of supporting grid structures. Through assignments, larger projects, and critiques, students are expected to demonstrate an understanding of typography as a visual tool used to enhance verbal meaning. Prerequisites: Foundation: 2D, Foundation: Drawing 1, Foundation: Media 1 (Foundation: Drawing 1 may be taken concurrently)

#### **Outcomes:**

- Reference contemporary typography and modernist design principles.
- Cite typographic classification, anatomic vocabulary and letterform design.
- Generate typography as verbal content with visual meaning
- Employ basic typographic composition.
- Utilize specialized tools and techniques for typographic production.

### **GRD 3020 Typography 2 – 3 cr.**

This class advances the skills and principles learned in Introduction to Typography. Students investigate conceptual possibilities utilizing research, knowledge of historical and contemporary perspectives, experimental strategies using hand tools and digital software, and personalized design methodologies. Students are challenged to develop original solutions and promote their own

visual sensibilities. Projects are designed to advance the understanding of how typography can be used to articulate meaning as it relates to a variety of topics including typographic and language systems, identity, conceptual narratives, and sequential implementation. Outcomes consist of print and digital solutions.

Prerequisites: Typography 1, Graphic Design 1

**Outcomes:**

- Develop pragmatic as well as personal responses to project needs.
- Develop integrated typographic systems utilizing print and digital media..
- Promote authoring of language and content when appropriate.
- Advance typographic aesthetics with conceptual thinking.
- Employ typographic solutions associated with quantitative information; information design, grid systems and narrative applications.

**GRD 3030 Graphic Design 2 – 3 cr.**

This intermediate course examines procedural frameworks for graphic communications. The class covers a range of topics including the utility of series and systems approaches, content generation models and strategies, and an expanded notion of hierarchical content. Some project components require student responsibility in authoring content in both language and imagery. At least one project requires formal documentation illustrating the design process. Print and digital outcomes range from experimental studies in image advancement to mark-making and identity systems. Prerequisites: Typography 1, Graphic Design1

**Outcomes:**

- Define project rationale, framework, scope, reach and outcomes.
- Practice a variety of design methodologies with project documentation.
- Generate a scope of exploration from the pragmatic to the experimental.
- Author and create original content, concept and form and apply to multiples, series and systems.
- Elevated integration of type and image to advance communication goals.

**GRD 3050 Publication Design – 3 cr.**

Publication design remains one of the most challenging and complex opportunities within the larger field of graphic design. In this course students conceptualize, create, and manage content for both print and digital publications. Structural systems, formats, and organizational methods are investigated as well as the creation of visual narrative through image, pacing, and sequence. Critiques and discussions of examples from the field encourage students to think globally and flexibly about systems and to explore modifications to the traditional structure of books, catalogs, and magazines. Prerequisites: Graphic Design 2, Typography 2

**Outcomes:**

- Discuss and view a wide variety of editorial strategies, design solutions, and production/distribution models.
- Assume the role of designer as editor, curator, and author.
- Create a proposal and design a 'new' publication, based on editorial strategies and research.
- Organize and manage large bodies of content to deal with a wide variety of complex hierarchical information.
- Create visual system and narratives through image juxtaposition, pacing and sequence.

### **GRD 3060 Narrative Design – 3 cr.**

This course explores the dynamic integration of graphic form, typography, and message enhanced through the orchestration of movement, time, sequence, and sound. These subjects are studied as integral components of the design process that result in compelling graphic narrations. Classroom demonstrations, critiques, and screenings enable students to develop narratives that service a wide range of applications for contemporary communication vehicles. Prerequisites: Graphic Design 2, Typography 2

#### **Outcomes:**

- Generate pacing and narrative structures for effective communication.
- Construct work which effectively combines filmic, graphic, and typographic forms.
- Critique the manner in which projects make use of narrative elements and techniques.
- Understand the variety of techniques which may be used to create moving forms.
- Develop a basic understanding of the primary software used to create motion graphics.
- Apply key concepts of film, animation, and narrative structure to design as a whole.

### **GRD 3070 Design Systems – 3 cr.**

Central to graphic design thinking, systems-based design projects have always challenged designers to investigate new and better ways of representing complex information. These design systems are a crucial ingredient in the interdisciplinary practices of branding, interactive design, information design, and mapping. Classroom activities and assignments examine resource development, research analysis, information management, and ideation as parts of a larger whole. Not restricted to any one media, this course encourages students to develop a variety of solutions, guided by critique, individual discussions, and assignments. Prerequisites: Graphic Design 2, Typography 2

#### **Outcomes:**

- Provide complex design challenges with multiple component parts across a variety of formats and media.

- Promote a autonomous, pro-active stance in defining/writing project rationales and frameworks.
- Cite the management of viable resources for all projects and all related component parts.
- Translate qualitative information as conceptual message.
- Create comprehensive multi-format identity systems for specified audiences.

**GRD 3080 Digital Production – 3 cr.**

This course provides students with a practical and comprehensive overview of the digital production process—from organizing, preparing, and managing digital files to achieving professional quality output. Students examine techniques, standards, and terminology commonly used in contemporary practice. Other topics include raster-art and vector-art preparation, font and color management, materials, formats, workflow, and vendor communications. Prerequisites: Graphic Design 2, Typography 2

**Outcomes:**

- Explain different printing processes and the tools that make them happen
- Produce production- and development-ready files for both print and digital output
- Exhibit ability in management, adjusting, and output of color (RGB, CMYK, Pantone Matching System, grayscale)
- Develop and apply an organizational system to their own files and libraries
- Explain the difference between resolutions of different cameras, scanners, monitors, and output devices
- Communicate effectively with designers, photographers, freelancers, editors and printers
- Understand the structure that a typical production pipeline takes a professional setting

**GRD 4000 Professional Practice – 3 cr.**

Professional Practice is a thorough introduction to the skills needed for a successful career in design. Visiting professionals, classroom discussions, and individual assignments assist students in the development of a print and online portfolio. Students are required to write all necessary supporting documents, including a resume, a biography, a project description/labeling system, and letters to prospective employers. Students are expected to make professional portfolio presentations and practice interviewing techniques. Social media best practices, job search skills, professional etiquette, and ethics are also covered. Prerequisite: Junior standing

**Outcomes:**

- Present a curated, polished design portfolio clearly to new audiences
- Understand the range of design practices and opportunities which exist outside of school

- Develop new connections to working professionals in the design world
- Communicate to potential clients and employers in a courteous and professional manner
- Collaborate effectively in group situations with different project roles

**GRD 4010 Internship: Graphic Design – 3 cr.**

Internships provide an opportunity for students to gain practical experience in a particular career area and valuable on-the-job skills. Internships may be arranged by the Director of Career Services or initiated by students. All internships must be preapproved through the Career Services Office. For an internship to be approved, a mentor relationship and learning experience should exist beyond a simple employment opportunity. Three-credit internships require working 120 hours at the internship site and keeping a journal of hours and activities.

Prerequisite: Professional Practice

**Outcomes:**

- Experience working in a professional environment.
- Cite best practices and professional responsibilities.
- Gain professional references and contacts.
- Establish a position within the field of design.

**GRD 5010 Advanced Graphic Design Seminar – 3 cr.**

This class focuses on complex design challenges, professional-level assignments, and design projects with multiple components. Students are encouraged to be entrepreneurial as they conduct research and develop innovative solutions for appropriate economic constituencies, users, and audiences. Each student refines his or her voice, style, and agenda while creating a semester-long project. Professional presentations of design ideas and solutions for critique and discussion are central to this course. Project formats and media are open-ended. Prerequisite: Successful Junior Review

**Outcomes:**

- Pro-active student involvement in class readings, discourse, critique, and presentations.
- Build complex, multi-tier design projects supported by process-driven development and systems-oriented implementation and applications.
- Display refinement and sophistication in typographic practice (voice, style, and agenda) with an emphasis on individual exploration and experimentation.
- Demonstrate the highest proficiency with and attention to craft/technique (emphasizing contemporary techniques and technologies).
- Extend, expand and/or refine the role of the designer; challenge contemporary ideas and concepts and create innovative design solutions.

**GRD 5100 Senior Project: Graphic Design – 6 cr.**

Senior Project is a capstone class that allows graphic design seniors the opportunity to apply the skills and knowledge they have obtained and cultivated at MCAD. In collaboration with the professor, students mount a thorough investigation of their career goals and assess how their current portfolio anticipates next steps. Projects may involve revising or extending existing work or creating new work with an eye to the future. The semester culminates with the Commencement Exhibition, during which students display their best work, and Emerging Talent Day, which allows students to showcase their portfolios to potential employers. Prerequisites: Successful Junior Review, senior standing

**Outcomes:**

- Create project proposals, project presentations, project summaries, and documentation.
- Define, develop, and execute multiple portfolio projects and position themselves for post graduation.
- Reference specific design notions or areas of practice, technology, style, processes, and/or methods.
- Install portfolio projects within gallery space for final review and exhibit to peers, faculty, and public at large.