

Bachelor of Science in Graphic Design & Media

List of Courses

GRC 250 Design Media Studio I *Required*

Principles and language of graphic design and media. Lectures, studio work, and critiques demonstrating visual communication theories and methods within a given social and cultural context.

GRC 320 Design Methods & Research *Required*

Lecture, readings, and studio projects exploring strategies to promote effective design thinking and analysis. Students will produce context appropriate design solutions that resolve given design challenges in graphics and media, while increasing their technical fluency in industry-standard software applications.

GRC 350 Design Ideation & Process *Required*

Course investigates a range of approaches and strategies to enrich the conceptual and exploratory phases of the design process. Studio projects in digital process drawing and concept rendering.

GRC 360 Typography & Letterforms *Required*

The historical context of letterforms and visual languages in type as symbol and image. Exploring typographic form expressing visual concepts and narratives.

GRC 364 - Publication Design

Course covers topics central to the design of long format publications, including layout & design, typography, production technologies and standards, and instruction in industry-standard software applications. Create layout and design for a variety of publication types, utilizing industry-standard techniques and software. Prerequisite GRC358.

GRC365 - Web & Interface Design *Required*

Instruction in the methods and techniques of website design from concept to completion. Course covers site construction in HTML with cascading style sheets (css). Course emphasizes organizational design considerations such as information hierarchy, legibility, and accessibility, while maintaining a professional standard in graphic design treatment.

GRC375 Modeling & Animation *Required*

Projects in 3D modeling, animation, and motion graphics. Explores progression of digital experiences through virtual environments.

GRC 380 Design Media Studio II *Required*

Intensive problem solving utilizing diverse visual languages. Develop critical thinking with practical, theoretical and conceptual design problems.

GRC 420 Design Media Studio III *Required*

Advanced visual communication problems within the context of professional graphic design and

media. Projects reflect the context of specific audiences, businesses or organizations, and production requirements.

GRC455 Motion Graphics

Explores the expressive potential of motion graphics as a contemporary communication and design medium. Projects and instruction utilizing time-based editing software and emphasizing kinetic composition methods with various visual media and graphic elements.

GRC 460 Advanced Typography *Required*

Exploring diverse approaches and media in creative and experimental typography. Projects in 2D, 3D and kinetic typographic design, considered in theoretical and practical application.

GRC470 Design Media Studio IV *Required*

Advanced visual communication problems in professional graphic design and media topics; preparation for portfolio exhibit and review.

GRC480 - Capstone Portfolio *Required*

Supervised applied research and design concluding with project documentation and exhibition.

GRC490 - Studio Internship

Supervised on-site experience involving aspects of studio arts. May not be used by art history majors to fulfill studio requirements. Prerequisites: Six credits upper-division studio work and consent of instructor from the discipline requested. May be repeated up to a maximum of six credits.

GRC492 - Individual Studies

Individual creative work in any studio discipline. Before registering, the student must secure consent in writing from the instructor directing the study. May be repeated to a maximum of 18 credits.