

ART - GRAPHIC DESIGN (ARTG)

Courses

ARTG 112 Graphic Design I 3 Credits

Introduction to the basic use and operation of graphic design hardware and software, specifically on Macintosh systems. Students will identify essential terminology, peripheral devices, and system management, while developing and organizing operational files, managing project information, capturing and integrating digital assets, and maintaining system efficiency.

Terms Typically Offered: Fall, Spring.

Fees: Yes.

ARTG 120 UX Design I 3 Credits

Introduction to techniques and best practices in User Experience for screens using contemporary software.

Terms Typically Offered: Spring.

Fees: Yes.

ARTG 196 Topics: 1-3 Credits

Course may be taken multiple times up to maximum of 15 credit hours.

ARTG 210 Introduction to Letterpress 3 Credits

Theoretical and practical letterpress course offering materials introduction and technique development for technical use.

Terms Typically Offered: Spring.

ARTG 221 Graphic Design II 3 Credits

Principles of design and layout techniques, including thumbnail, rough, comprehensive layouts, and mock-ups. Focus on work planning and preparation of artwork using both computer-generated and hand-generated images.

Prerequisites: ARTG 112.

Terms Typically Offered: Fall.

Fees: Yes.

ARTG 222 Illustration Principles 3 Credits

Approaches to traditional and contemporary illustration techniques, with a focus on developing practical skills using a variety of materials and methods.

Prerequisites: ARTG 112.

Terms Typically Offered: Fall.

Fees: Yes.

ARTG 223 Commercial Typography and Sign Painting 3 Credits

Cultivation of skills necessary to create professional level industrial advertisement, including pounce patterns, wood working, hand lettering techniques, and gilding.

Prerequisites: ARTG 222.

Terms Typically Offered: Fall, Spring.

Fees: Yes.

ARTG 226 Motion Graphics 3 Credits

Exploration of motion graphics as time-based graphic design. Covers the history and application of motion graphics in animation, film, typography, and interactive environments. Focus on current trends in design, media, and emerging technologies.

Prerequisites: ARTG 222.

Terms Typically Offered: Spring.

Fees: Yes.

ARTG 234 Street Art and Mural Design 3 Credits

Intermediate public art class blending traditional and contemporary techniques, focusing on hands-on creation from concept to execution.

Prerequisites: ARTG 221.

Terms Typically Offered: Spring, Summer.

Course may be taken 3 times for credit.

ARTG 290 UX Design II 3 Credits

Development of websites, with focus on the end user by applying tested UX design.

Prerequisites: ARTG 120.

Terms Typically Offered: Spring.

Fees: Yes.

ARTG 292 Letterforms and Typography 3 Credits

Study of letterforms and typography, including terminology, type classification and identification, type design, and the use of type in design compositions. Emphasis on copyfitting, layout, and the fundamental principles of pattern and spatial design.

Prerequisites: ARTG 221.

Terms Typically Offered: Spring.

Fees: Yes.

ARTG 296 Topics: 1-3 Credits

Course may be taken multiple times up to maximum of 15 credit hours.

ARTG 301 Digital Illustration 3 Credits

Advanced creation of digital imagery, focusing on visual content and composition in print and multi-media applications.

Prerequisites: ARTG 222.

Terms Typically Offered: Fall, Spring.

Fees: Yes.

ARTG 305 UX Design III 3 Credits

Investigation, analysis, and application of User Experience, and emerging web and application design techniques.

Prerequisites: ARTG 290.

Terms Typically Offered: Fall.

Fees: Yes.

ARTG 321 Advanced Typography 3 Credits

Exploration of traditional and contemporary forms of typography and compositions through letterpress, hand-rendering approaches, catalog layout, and large-format type. Emphasis on developing advanced typographic compositions that blend historical and modern techniques for both small- and large-scale projects.

Prerequisites: ARTG 292.

Terms Typically Offered: Fall.

Fees: Yes.

ARTG 327 Advanced Motion Graphics 3 Credits

Advanced motion graphics techniques, focusing on audio, animation, typography, and visual effects. Emphasis on movement, editing, timing, rhythm, story arc, and design elements like light and color.

Prerequisites: ARTG 226.

Terms Typically Offered: Fall.

ARTG 333 Illustration Methods 3 Credits

Illustration techniques in context of contemporary materials and methods. Advanced use of materials.

Prerequisites: ARTG 222.

Terms Typically Offered: Fall, Spring.

Fees: Yes.

ARTG 334 Package Design 3 Credits

Comprehensive exploration of packaging in product branding and marketing, covering the entire design process, from conceptualization to production.

Prerequisites: ARTG 321 and ARTH 324.

Terms Typically Offered: Spring.

ARTG 337 Illustration Exploration 3 Credits

Exploration of storytelling through traditional and contemporary illustration media. Emphasis on developing original concepts, refining execution techniques, and applying professional practices for both print and digital illustrations.

Prerequisites: ARTG 222.

Terms Typically Offered: Fall, Spring.

Fees: Yes.

ARTG 350 Identity Design 3 Credits

Exploration of visual communication for public and private business and organizational identity. Emphasis on the design process and strategies for creating image-based identity systems, including the development of consistent branding standards.

Prerequisites: ARTG 321 and ARTH 324.

Terms Typically Offered: Spring.

Fees: Yes.

ARTG 360 Sketchbook 3 Credits

Sketchbooks as a primary tool for fostering creativity and documenting the artist's thought processes. This course includes exploratory exercises and field assignments to develop skills in maintaining a personal sketchbook as a space for recording ideas and capturing the artist's visual experiences.

Prerequisites: ARTG 226.

Terms Typically Offered: Fall.

Course may be taken 3 times for credit.

Fees: Yes.

ARTG 373 Screen Printing for Graphic Design 3 Credits

Introduction to concepts and techniques of screen printing within graphic design and illustration. Become familiar with industry tools, equipment, and processes.

Prerequisites: ARTG 360.

Terms Typically Offered: Fall.

Course may be taken 3 times for credit.

Fees: Yes.

ARTG 395 Independent Study 1-3 Credits

Course may be taken multiple times up to maximum of 6 credit hours.

ARTG 396 Topics: 1-3 Credits

Course may be taken multiple times up to maximum of 15 credit hours.

ARTG 401 Digital Painting 3 Credits

Introduction to the fundamentals of digital painting, focusing on proportion, perspective, and color theory. Emphasis on translating light and color into a digital space, with an exploration of digital tools and techniques. Students will develop perceptual problem-solving skills through the practical application of digital painting methods.

Prerequisites: ARTG 222.

Terms Typically Offered: Fall, Spring.

Fees: Yes.

ARTG 406 UX Design IV 3 Credits

Self-directed projects in User Experience design, which will explore advanced methods and techniques.

Prerequisites: ARTG 305.

Terms Typically Offered: Fall, Spring.

Fees: Yes.

ARTG 421 Contemporary Letterpress 3 Credits

Approaches to traditional and contemporary letterpress. Materials will be introduced and technique developed for practical use.

Prerequisites: ARTG 221.

Terms Typically Offered: Fall, Spring.

Course may be taken 3 times for credit.

Fees: Yes.

ARTG 427 Lab Assistant 1-3 Credits

Practice with technologies used within the graphic design labs. Maintain and use equipment.

Prerequisites: ARTG 221.

Terms Typically Offered: Fall, Spring.

Course may be taken 3 times for credit.

ARTG 437 Illustration Synthesis 3 Credits

Advanced illustration development focusing on concept, content, materials, and techniques. Emphasis on individual artistic style and personal visual communication perception.

Prerequisites: ARTG 222.

Terms Typically Offered: Fall, Spring.

Fees: Yes.

ARTG 438 Brand Design 3 Credits

Exploration of the branding process common to the promotion of products and services, including conducting research, clarifying strategy, creating touchpoints, and advertisements. Emphasis will be placed on design processes, production of advertisements, and the management of assets.

Prerequisites: ARTG 334 and ARTG 350.

Terms Typically Offered: Fall.

Course may be taken 3 times for credit.

Fees: Yes.

ARTG 493 Portfolio Development 3 Credits

Development of professional portfolio materials for securing employment in the design industry. Emphasis on current industry practices, including portfolio presentation formats, resume building, contract negotiations, and salary discussions. The course prepares students to showcase their work effectively and navigate the job market with confidence.

Prerequisites: ARTG 350.

Terms Typically Offered: Spring.

Course may be taken 3 times for credit.

Fees: Yes.

ARTG 495 Independent Study 1-3 Credits

Course may be taken multiple times up to maximum of 6 credit hours.

ARTG 496 Topics: 1-3 Credits

Course may be taken multiple times up to maximum of 15 credit hours.

ARTG 499 Internship 1-3 Credits

Placement in an agency or corporate department to provide an enhanced transition from the classroom to the work setting through first-hand experience. The student is expected to complete 135 clock hours.

Prerequisites: ARTG 350.

Terms Typically Offered: Fall, Spring.