

Graphic Design (GDES) Courses

GDES1000 Foundation Drawing and Digital Tools

As a prerequisite to all design thinking, drawing skills offer an effective means of prototyping visual solutions before committing them to software. Students practice the essential visual elements of design including shape, line, value and perspective. Based on graphics industry models, students actively experience compositional and thematic principles as a means of developing flexible approaches to design strategy. Students create initial sketches on paper then learn techniques to digitize files into common software applications. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence

4.5 Quarter Credit Hours

GDES1020 Design Perspectives

This course provides students with an overview of design industries, historical art movements and styles, current design trends and industry professionals to know, as well as critical brainstorming and thinking techniques. Students participate in a number of project-oriented experiences to explore, learn and develop basic skills and practices to be successful in the program and industry. Through experience-based projects in a collaborative learning space, students are exposed to all the critical components of success in a university-level design program. Work includes art analysis, public speaking experience, creative research, hands-on problem solving and team building exercises. Students are coached and encouraged to provide solutions for design problems ranging from 2D to 3D. This course prepares students for success in a challenging Graphic Design curriculum, university academics and industry career paths.

Offered at Denver, North Miami, Providence

4.5 Quarter Credit Hours

GDES1030 Principles of Composition & Design

This is a foundation course wherein students investigate the fundamental creative design principles and theories that underlie creative industry work, focusing on various forms of print. This course is project-based with assignments introducing branding, Web layouts, packaging templates, integration of programs and hand-done elements. Students are introduced to image editing software as it pertains to editing, with illustration software being the main focus. This course provides a foundation to any higher-level course in the degree program.

Prerequisite(s): DME1020 or GDES1020 or MCST1030 or any FIT course.

Offered at Denver, North Miami, Providence

4.5 Quarter Credit Hours

GDES1040 Screen Design & Coding I

This course introduces students to client-side coding languages (HTML and CSS) to develop design solutions for multiple digital formats including web browsers, tablets and mobile devices. Students combine research, contemporary visual approaches, compositional design principles, grid-based layouts and responsive coding practices in developing a series of project-based websites. Emphasis is on understanding and applying current practice in planning and design as well as securing a solid vocabulary in the code required to present these solutions as planned.

Prerequisite(s): DME1050 or GDES1050 or CSIS1000 or SMW1001. (OL)

Offered at Denver, Online, Providence

4.5 Quarter Credit Hours

GDES1050 Imaging for Digital Media

This course presents an in-depth investigation into the acquisition, creation, manipulation and distribution of raster-based images. Students learn techniques in digital photography and scanning and best practices in preparing images for distribution in print and digital media formats. Emphasis is placed on creative projects investigating photomontage/layering techniques and the development of essential frameworks for designing prototypes for websites, mobile applications and motion graphics.

Prerequisite(s): ADV2001 or DME1000 or GDES1000 or MCST1030.

Offered at Denver, North Miami, Providence

4.5 Quarter Credit Hours

GDES1060 User Experience and Content Design I

Designing solutions for interactive digital space requires an understanding of information architecture, user behaviors, user scenarios and user experiences. This course introduces techniques to conceive and plan user-centered projects for multiple digital formats including web browsers, tablets and smartphones. User interface, user experience and content strategy are also introduced.

Prerequisite(s): DME1040 or GDES1040. (OL)

Offered at Denver, Online, Providence

4.5 Quarter Credit Hours

GDES2000 Typography

Typography is a critical foundation of visual communications. Letterforms, type style, shape and size communicate subtle messages and convey important information, and successful design solutions always benefit from thoughtful and creative use of type, whether on a printed page or in digital space. This course presents the fundamentals of typography and letterforms including history, anatomy, theory and practice, while teaching students to appreciate type as a critical element of design and to identify type by respective classifications and families. Emphasis is placed on developing a current, practical typographic knowledge based on current industry standards. Typographic design in graphic communications is explored through project-based work.

Prerequisite(s): DME1030 or GDES1030 or permission of department chair.

Offered at Denver, Providence

4.5 Quarter Credit Hours

GDES2020 Motion Graphics I

This course introduces the fundamentals of contemporary digital motion graphics. Students cover both animation and video techniques. Digital motion concepts and creation techniques are also covered. The course uses a range of software and hardware tools. Students experiment with motion image origination through basic animation and camera applications. Various editing tools are introduced.

Prerequisite(s): DME1030 or GDES1030.

Offered at Providence

4.5 Quarter Credit Hours

GDES2025 Basics of Screen Design & Coding

This course allows students to explore the various components of creative web design using coding languages like HTML and CSS to develop design solutions for multiple digital formats, including web browsers, tablet computers and smart phones. Student combine research into contemporary visual approaches and learn how to use compositional design principles and grid-based "frameworks" to visualize contemporary responsive web design solutions. Emphasis is on understanding and applying current practice in planning and design as well as securing a solid vocabulary in the code required to present these solutions as planned. Topics also include Search Engine Optimization (SEO), User Experience (UX) and site architecture, key navigation and linking principles, as well as content development and design principles. Various webmaster tools (Google and Bing) are used as well as sitemap best practices and SEO.

Prerequisite(s): Sophomore status.

Offered at Providence

4.5 Quarter Credit Hours

GDES2030 Editorial and Publication Design I

This course introduces the creative and technical development of text composition, layout and the hierarchy of information with emphasis on dynamic use of the grid, page structure, text/image integration and multi-page layout and design. Emphasis is on typographic composition and page layout. Using industry-standard page layout applications, this project-based class helps students develop their skills as designers by the creation of sophisticated editorial and publication design assignments.

Prerequisite(s): DME1030 or GDES1030.

Offered at Denver, Providence

4.5 Quarter Credit Hours

GDES2040 Portfolio Assessment

In this course, students assemble a comprehensive portfolio that demonstrates their increasingly sophisticated mastery of design. With faculty guidance, students gather, revise and organize their best works as well as enhance their portfolios with additional advanced design projects. Students begin to identify and present themselves as independent designers through the development of focused identity that carries through to all of their presentational materials. In the final week of the course, students present and defend their work to a select group of faculty. Success in this course depends on the progress of the student, which is identified through both in-class and out-of-class assignments. There is an expectation that students display a high degree of involvement, which includes such behaviors as encountering all classwork and assignments with commitment, obvious preparation and a willingness to become actively engaged in class activities and discussion. Prerequisite(s): DME2030 or GDES2030, DME1060 or GDES1060, sophomore status.

Offered at Providence
4.5 Quarter Credit Hours

GDES2050 Content Management Systems

In this course, students explore the workings of a popular content management system (CMS) as well as a strategic process for organizing and delivering their website content. A professional portfolio website is a vital communications tool for graphic designers. It provides a window into to their work, their process and their personal brand. It is no easy task to build by hand, however. There are many advantages to using a CMS to create a polished and maintainable portfolio website. Coursework includes the creation of several project-based applications, including a portfolio website. Prerequisite(s): DME1060 or GDES1060, sophomore status. (OL)

Offered at Denver, Online, Providence
4.5 Quarter Credit Hours

GDES3010 Design Solutions Team I

This course provides students with hands-on design and development projects from real world clients. With faculty supervision, students work on a wide range of team-based design projects involving print and screen media. The resulting work supports the day-to-day operations of dozens of nonprofit client organizations. This course is the direct, practical application of skills learned in prior academic courses and prepares students for future career success.

Prerequisite(s): DME2040 or GDES2040, junior status.
Offered at Providence
4.5 Quarter Credit Hours

GDES3020 Design Solutions Team II

This course expands on the real world client projects begun in Design Solutions Team I. With faculty supervision, students complete previously initiated projects and/or engage in new team-based design projects involving print and screen media. The resulting work supports the day-to-day operations of dozens of nonprofit client organizations. This course is the direct, practical application of skills learned in prior academic courses and prepares students for future career success.

Prerequisite(s): DME3010 or GDES3010, junior status.
Offered at Providence
4.5 Quarter Credit Hours

GDES3050 Basics of Print Design

This course introduces the student to the fundamental principles of print design. Using current industry standard software, students learn the essential design concepts and work flow practice used in print design. In-class demonstrations and lectures involve the introduction of design theory and practical applications of print design peripherals. Students are required to produce various types of documents using course software. Assignments are completed in class, and projects are required outside of classwork.

Offered at Charlotte, Denver, North Miami, Providence
4.5 Quarter Credit Hours

GDES3140 Motion Graphics II

This course teaches students advanced digital production techniques and tools for full motion, sound and video editing. Participants explore current and emerging media standards and applications. Topics include converging digital media, content creation and use of digital media communication tools for internet-enabled application. Students work independently and on project teams.

Prerequisite(s): DME2020 or GDES2020, sophomore status.
Offered at Providence
4.5 Quarter Credit Hours

GDES3200 Print Production

This course continues to explore the graphic design field with an emphasis on the production process and printing technology. Terminology and methods, communicating print specifications and cost estimates, file preparation and pre-flighting, font management, and color use in print production are explored. As part of this course, industry lectures are planned, both on and off campus. Projects for this course are designed to reflect the same expectations, processes and tasks as found in current printing industry.

Prerequisite(s): DME2030 or GDES2030.
Offered at Providence
4.5 Quarter Credit Hours

GDES3210 Editorial and Publication Design II

This course reinforces the creative and technical development of text composition, layout and hierarchy of information. Through various projects, students conceive, compose and produce multi-page layouts using sophisticated and advanced visual design techniques for print and screen. Students visually coordinate images and typographical content across multiple and emerging media specific to editorial and publication design.

Prerequisite(s): DME2030, junior status.
Offered at Providence
4.5 Quarter Credit Hours

GDES3215 Screen Design and Coding II

In this course, students advance their knowledge of client side coding languages (HTML, CSS and Javascript) to develop design solutions for multiple digital formats including web browsers, tablets and smartphones. Students continue to apply solid compositional approaches while incorporating design approaches specific to the medium. Topics of focus include user experience, usability, responsive coding practices and performance optimization. Emphasis is placed on understanding and applying current practice in planning and design as well as securing an advanced vocabulary in the code required to present these solutions as planned.

Prerequisite(s): DME2050 or GDES2050, junior status.
Offered at Providence
4.5 Quarter Credit Hours

GDES3235 User Experience and Content Design II

This course examines approaches for designing successful user experiences and user interfaces through the creation of several project-based applications. Focus is on adopting a carefully considered process of discovery, strategy, design and testing that can help designers understand the problem they are solving and offer intelligent solutions that satisfy both user needs and business goals.

Prerequisite(s): DME2050, junior status.
Offered at Providence
4.5 Quarter Credit Hours

GDES3250 Brand Identity Design and Development

The course is an immersion into the brand identity and development process, through strategy, design, implementation and presentation. Utilizing industry-standard software programs, students learn how to design identity systems that are unique, memorable, meaningful, appropriate and differentiated from competitors. In addition, students gain a better understanding of brand standards, brand equity, competitors, target audiences and cohesiveness across different forms of print and digital media.

Prerequisite(s): DME3210.
Offered at Providence
4.5 Quarter Credit Hours

GDES3300 Digital Video I

Students participating in this course learn advanced digital production techniques and tools for full motion, sound and video editing. Students explore current and emerging media standards and applications. Topics include converging digital media, content creation and use of new media communication tools for internet-enabled application. Students work independently and on project teams.

Offered at Providence

4.5 Quarter Credit Hours

GDES3310 Digital Video II

This advanced course explores different genres and narrative codes, including documentaries, TV ads and post-modern narratives, in experiential team assignments. Exercises in set lighting, advanced framing and advanced camera movement enhance already acquired production techniques. Additional sound and audio production as well as more in-depth digital editing and special effects are provided for post-production. Topics include contemporary digital media history and film genres. Financing and project management are reviewed.

Prerequisite(s): DME3300 or GDES3300, sophomore status.

Offered at Providence

4.5 Quarter Credit Hours

GDES3315 Introduction to Programming with JavaScript

This course presents an overview of the core components found in many programming environments using the popular JavaScript language as a model. The use of core programming concepts is explored through the creation of project-based programs. Students gain an understanding of the basics of programming, easing adaption of new ideas and practices in web development.

Prerequisite(s): GDES3215.

Offered at Providence

4.5 Quarter Credit Hours

GDES3345 Advanced Content Management Systems

This course takes a close look at how content management systems (CMS) work in an effort to explore their creative possibilities. Informed by a sound understanding of both user experience strategy and best practices for contemporary web development, students examine approaches for building sustainable, CMS-driven websites through the creation of several project-based applications.

Prerequisite(s): GDES3215 or GDES3235.

Offered at Providence

4.5 Quarter Credit Hours

GDES4050 Senior Portfolio Assessment

This capstone course guides students through the assembly of a comprehensive digital and physical portfolio that demonstrates their increasingly sophisticated mastery of design. With faculty guidance, students gather, revise and organize their best works as well as enhance their portfolios with additional advanced design projects. Portfolios consist of a minimum of 10-12 professional works showcasing a range of design capabilities. In the final week of the course, students present and defend their work to a select group of faculty and visiting professionals.

Prerequisite(s): DME2040 or GDES2040, senior status.

Offered at Providence

4.5 Quarter Credit Hours