

DESIGN (DES)

DES 130 - COLOR AND DESIGN HISTORY

In this course, students are introduced to the foundation of graphic design, including principles of color theory, the history of graphic design, the design process, and design principles through application in design projects across mediums. Students apply visual thinking to design problems, utilize brainstorming and concept development techniques, and communicate through sketches, thumbnails, and hand-drawn compositions. Students develop manual skills and are expected to demonstrate craftsmanship and presentation skills.

Credits: 3

Course Notes: Course previously taught as DES 200. Students who completed DES 200 may not enroll in DES 130.

DES 200 - INTRODUCTION TO DESIGN AND HISTORY

In this course, students are introduced to the foundation of graphic design, including principles of color theory, history of graphic design, the design process, and design principles through application in design projects across mediums. Students apply visual thinking to design problems and utilize brainstorming and concept development techniques, and communicate through sketches, thumbnails and hand drawn compositions. Students will develop manual craftsmanship and presentation skills.

Credits: 3

DES 207 - INTRODUCTION TO PHOTOGRAPHY

This course introduces digital darkroom approaches and techniques applied to the art and practice of photography, focusing on the use of a digital SLR camera, Adobe Lightroom, Adobe Camera Raw and Adobe Photoshop. Students are introduced to the technical and practical aspects of using a digital SLR camera, photographic composition, and digital workflow using the Adobe Camera RAW dialog in Bridge and Photoshop. Emphasis is placed on the creative process while exploring the aesthetics of photography for publication, exhibition and commercial use.

Credits: 3

Course Notes: Graphic Design Majors are encouraged to enroll in COMM 201 before or concurrently with DES 207.

DES 235 - DIGITAL ILLUSTRATION AND IMAGING

Introduction to all aspects of digital illustration and imaging skills using Adobe Photoshop and Illustrator. Students will learn how to prepare illustrations, layouts and graphics for print and web production. Emphasis is placed on learning fundamentals of digital imaging, including image manipulation, compositing and design techniques. Students apply effective design practices in composition and color theory through illustration and imaging develop creative digital-based projects.

Credits: 3

DES 253 - DESIGN INTERACTION FOR WEB

Introduction to theory and principles of web design and the essential structure of various web-programming languages. Students learn basic hand coding for HTML5, CSS3 for Responsive Web Design. Designing for web standards, accessibility, usability, and workflow. Using information architecture to plan sites. User interface planning and design integrated into web plan; which students then build. Includes fundamentals of search engine optimization, image optimization, multimedia files, and web font management.

Credits: 3

Prerequisites: COMM 110 and DES 200

DES 291 - TYPOGRAPHY AND GRAPHIC DESIGN

This course introduces students to the history, anatomy, and classifications of type, as well as working with grids and hierarchy in layout. Students learn how to use InDesign, a software application ideally suited for its advanced typography tools and its ability to create multiple-page documents. Students apply design principles and concepts relating to typography, page layouts and general graphic design techniques to solve visual communication problems.

Credits: 3

Prerequisites: DES 235

DES 308 - VIDEO FOR GRAPHIC DESIGNERS

Course provides students with hands-on training in digital video and sound editing, with emphasis on creating video content for the internet, and mobile and wireless delivery. Students will develop video production and editing skills, and be introduced to motion graphics. Professional acquisition, post-production, and media content creation tools will be used for students to gain real world knowledge of best practices in the field.

Credits: 3

Prerequisites: COMM 110 and DES 130

Course Notes: No additional credit granted for DES 308 as VIDEO AND SOUND PRODUCTION

DES 312 - 2D ANIMATION

Students will learn to design and create motion graphics for multimedia, building projects appropriate both for Internet applications and for film and video. Students will learn how to use industry-standard software such as Animate, a vector-based animation program, and After Effects, an animation and visual effects compositing program to create narratives through the use of storyboards.

Credits: 3

Prerequisites: DES 235

DES 325 - VISUAL IDENTITY AND BRANDING

This course focuses on the design and production process of corporate identity systems and branding elements. Emphasis will be placed on developing brand identities and strategies to effectively solve design and communication problems, design process, and professional presentations. Students will explore systematic approaches to deliver a graphic standards manual (aka brand book) and guidelines from concept development through design and production.

Credits: 3

Prerequisites: DES 291

DES 330 - PACKAGING DESIGN

This course focuses on conceptually based 3-D package design and product graphics within the realm of identity and branding systems. Projects employ alternative materials and formats. Students learn how to design for packaging and 3-dimensional structures and mapping. This course develops students' craftsmanship and ability to prototype. Students develop advanced critical thinking skills in order to develop creative solutions to their projects.

Credits: 3

Prerequisites: DES 325

DES 337 - DESIGN INTERACTION FOR MOBILE

This advanced course will develop students' ability to work collaboratively in team situations to develop a native mobile prototype. The focus is on developing user interface (UI) and user experience (UX) through 4 phases of development – Discovery, Design, Build, Evaluate. The students apply Adobe XD program and other low- and high-fidelity wireframing tools to deliver an interactive Mobile APP prototype.

Credits: 3

Prerequisites: DES 253

DES 346 - ADVANCED ILLUSTRATION AND IMAGING

Students develop advanced digital illustration and Imaging skills through a variety of creative projects. Students research illustration and imaging styles and techniques and incorporate both historical and contemporary trends into their work. Through concept development and ideation, students develop sophisticated and professional-quality pieces.

Credits: 3

Prerequisites: DES 235

DES 351 - BUSINESS OF DESIGN

Students will explore business concepts and theories and how they apply differently to design services. Through lectures, demonstrations, research, and field work, this course integrates design skills and discusses business and ethical guidelines including, designer/client relationships, pricing estimates, contract documents, ethics and copyright infringement, and production practices.

Credits: 3

Prerequisites: DES 325

DES 352 - PUBLICATION DESIGN AND PRODUCTION

This advanced class focuses on the development and production of multi-page print and digital publication integrating typography techniques, vector and raster images, and graphic elements. Students research and work collaboratively to develop and design content for a large-scale professional quality publication.

Credits: 3

Prerequisites: DES 291

DES 360 - VISUAL RHETORIC

In this course, rhetoric and semiotics, in relation to communication design, will be defined, understood and applied through projects, research, and class discussions. Emphasis will be placed on developing strategies to effectively solve design and communication problems, the design process, and professional presentations. Students will explore systematic approaches to deliver a visual essay and a process book.

Credits: 3

Attributes: Honors Program, Humanities

Prerequisites: ENG 102

Course Notes: Membership in the Roosevelt Honors Program required.

Lab fee required.

DES 368 - DESIGN CAPSTONE

This course provides the opportunity for students to conceptualize, create, and produce a design campaign with a set of collateral items, serving as a major portfolio piece. Focus is on advanced and complex problem solving, consistent with the real-world application of design. Course emphasizes integration and how design evaluation across a broader spectrum of strategy and media.

Credits: 3

Prerequisites: DES 325 and DES 291 (may be taken concurrently)

DES 380 - INTERNSHIP AND PORTFOLIO

Students examine methods and techniques for presenting print, web and interactive design work to prospective employers and clients. Students produce multiple presentations of their portfolio; throughout the course, they develop and design a personal branding package, ready to present their work in a professional manner. Students must obtain and complete an internship during this course to create professional portfolio pieces, understand workflow, develop project management skills, and gain experience working with clients.

Credits: 3

Prerequisites: DES 325