GDSN - Graphic Design

GDSN 223. Design Principles. 4 Credits. (2 Lec, 2 Lab) F
PREREQUISITE: ARTZ 109RA, ARTZ 105RA and ARTZ 110RA and Consent of Department. Introduction to fundamental design principles, basic layout, tools and techniques, and creative thinking.

GDSN 224. Form and Content. 4 Credits. (2 Lec, 2 Lab) PREREQUISITE: GDSN 223 and Consent of Department. Further exploration of design principles with increased emphasis on typographic skills and visual communications.

GDSN 291. Special Topics. 1-5 Credits. (1-5 Stu; 15 cr max) On Demand PREREQUISITE: Course prerequisites are determined for each offering. Courses not required in any curriculum for which there is a one-time need, or given on a trial basis to determine acceptability and demand before requesting a regular course number.

GDSN 360. Yellowstone Digital. 3 Credits. (3 Lab) PREREQUISITE: GDSN 224 or ARTZ 211RA or MTA 265 or ARCH 261 and Consent of department. A field workshop located along the Yellowstone river using either 35mm or a Digital camera to create fine art digital prints. This course is designed for individuals with a working knowledge of photographic basics and a fundamental familiarity with their own equipment that desire to explore the new media of the fine art digital print.

GDSN 361. Teton Digital. 3 Credits. (3 Lec) PREREQUISITE: GDSN 224, ARTZ 211RA, or MTA 260, or ARCH 261 and Consent of department. An intensive field workshop located in the Jackson, Wyoming area and Grand Teton National Park using a Digital camera to create fine art digital prints. This course is designed for individuals with a working knowledge of photographic basics and a fundamental familiarity with their own equipment that desire to explore the new media of the digital print.

GDSN 366. History of Graphic Design. 3 Credits. (3 Lec) PREREQUISITE: Junior standing in graphic design option and Consent of department. A historical perspective of work created by graphic designers, over the past 125 years, and more particularly following the creative trends/technological breakthroughs/social achievements in Western art and design that have informed modern American design and designers.

GDSN 367. Identity Systems. 5 Credits. (5 Lab) PREREQUISITE: GDSN 224 and passing portfolio review and Consent of department. Research and production of large and small-scale identity programs, focusing on how identity functions in the context of graphic design practice.

GDSN 368. Art Direction. 5 Credits. (5 Lab) PREREQUISITE: GDSN 224 and passing portfolio review and Consent of department. The examination of art direction as it relates to the look and feel of contemporary advertising and marketing.

GDSN 369. Publication Design. 5 Credits. (5 Lab) PREREQUISITE: GDSN 224 and passing portfolio review and Consent of department. The research, development, organization, design and presentation of complex print communication documents.

GDSN 371. Motion Graphics. 5 Credits. (5 Lab) PREREQUISITE: GDSN 224, and passing portfolio review and Consent of department. Explores design issues unique to contemporary digital media including organization, narrative, motion and sound.

GDSN 372. Interaction Design. 5 Credits. (5 Lab) F,S PREREQUISITE: GDSN 224, passing portfolio review and Consent of Department. Explores web design and planning, specifically: wayfinding, navigation, interactivity and content development.

GDSN 373. Illustration. 5 Credits. (5 Lab) PREREQUISITE: GDSN 224, and passing portfolio review and Consent of department. The investigation of specialized illustration techniques and concepts to create artwork in traditional formats that emphasize realistic modeling, as well as expressive and historical perspectives.

GDSN 374. Digital Visualization. 5 Credits. (5 Lab) PREREQUISITE: GDSN 224, and passing portfolio review and Consent of department. Examining computer based image generation techniques including photography, illustration, 3-D rendering and other digital imaging methods.

GDSN 375. Letterpress. 5 Credits. (5 Lab) PREREQUISITE: GDSN 224 and passing portfolio review and Consent of department. Utilizing vintage presses and a collection of wood and cast type, to explore uncommon aspects of type and print, including the activities of hand-setting type, preparing proof sheets and specimen sheets, and printing small editions.

GDSN 376. Screenprinting. 5 Credits. (5 Lab) PREREQUISITE: GDSN 224 and passing portfolio review and Consent of department. Using modern screenprinting technology as a communication medium. Including the preparation of screens, mixing pigments, and printing.

GDSN 377. Design and Society. 5 Credits. (5 Lab) PREREQUISITE: GDSN 224 and passing portfolio review and Consent of department. The examination of the role of designers with local/national/global communities through a series of practical projects.

GDSN 378. Guerrilla Advertising. 5 Credits. (5 Lab) Prerequisite: GDSN 224 or consent of instructor. Photo and marketing majors are highly encouraged. Students stretch the boundaries of traditional advertising solutions by placing their work in unusual contexts for maximum impact. The workshop-like atmosphere involves quick-fire problem solving sessions, working outdoors, guest critiques and socially-driven solutions. Graphic Design, Film & Photography, and Marketing majors are particularly encouraged to apply.

GDSN 465. Professional Studio. 5 Credits. (2 Lec, 3 Lab) PREREQUISITE: GDSN 223, GDSN 224, passing portfolio review, completion of GDSN junior year and Consent of department. Comprehensive projects dealing with a variety of visual communication applications. Emphasis on high standards of typography and graphic design, computer techniques, and presentation. Laptop computers are required for all upper level graphic design courses. Completion of junior level.

GDSN 491. Special Topics. 1-5 Credits. (1-5 Lec; 15 cr max) On Demand PREREQUISITE: Course prerequisites are determined for each offering. Courses not required in any curriculum for which there is a one-time need, or given on a trial basis to determine acceptability and demand before requesting a regular course number.

GDSN 492. Independent Study. 1-5 Credits. (1-5 Ind; 15 cr max) F,S,Su Max 15 cr. PREREQUISITE: Junior standing in Graphic Design. Course in which student will work on an individual basis with a faculty member in developing imagery and appropriate techniques in a particular area of graphic design. Written, signed contract required prior to registering for this class.

GDSN 498. Internship. 2-12 Credits. (2-12 Ind; 12 cr max) On Demand PREREQUISITE: Junior standing, consent of instructor, and approval of the director. An individualized assignment arranged with an agency, business, or other organization to provide guided experience in the graphic design field.

GDSN 499. Senior Portfolio. 5 Credits. (3 Lab, 2 Stu) PREREQUISITE: GDSN 465 and Consent of department. Senior capstone course. Directed undergraduate research/creative activity which culminates in a professional portfolio. Graphic design students must take this course in the spring.
Font Notice

This document should contain certain fonts with restrictive licenses. For this draft, substitutions were made using less legally restrictive fonts. Specifically:

Times was used instead of Adobe Garamond Pro.

The editor may contact Leepfrog for a draft with the correct fonts in place.