GDSN - Graphic Design

GDSN 223 Typography Principles: 4 Credits (2 Lec, 2 Lab)
PREREQUISITE: MART 122, ARTZ 109IA, ARTZ 105IA, and ARTZ 110RA. This course introduces fundamentals of typography, as a technical skill and an expressive medium. Projects progress from letter, to word, to paragraph to page — emphasizing typography as a design process through exploration, experimentation, selection, critique, and refinement. (Fall semester only)

GDSN 224 Form and Content: 4 Credits (2 Lec, 2 Lab)
PREREQUISITE: GDSN 223. This course incorporates further exploration of design principles with an increased refinement of typographic skills and visual communications through the visual organization, typography, and image-making techniques. (Spring semester only)

GDSN 265 Quickfire Course: 1 Credits (1 Lab)
PREREQUISITE: ARTZ 109IA, ARTZ 105IA, ARTZ 110RA. In this fast-paced course, students explore specific design themes within the graphic design profession. After completion, students will be able to efficiently translate their own ideas and concepts into graphic design as they relate to each course topic. Repeatable up to 3 credits.

GDSN 291 Special Topics: 1-5 Credits (1-5 Other)
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. Repeatable up to 15 credits.

GDSN 361 Teton Digital: 3 Credits (3 Lec)
PREREQUISITE: Consent of department and sophomore standing. 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 (2 Lec, 3 Lab)
PREREQUISITE: GDSN 224 and passing portfolio review. Development of identity systems focusing on logo design and the systematic approach for the logo’s application across a range of media including packaging, advertising collateral, stationery, and web development. Special focus on conceptual thinking and research.

GDSN 368 Art Direction: 5 Credits (10 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 (10 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 (2 Lec, 3 Lab)
PREREQUISITE: GDSN 224 and passing portfolio review. This course explores design issues unique to contemporary time-based digital media to articulate and construct conceptual solutions utilizing visual narrative, motion, and sound.

GDSN 372 Interaction Design: 5 Credits (2 Lec, 3 Lab)
PREREQUISITE: GDSN 224 and passing portfolio review. This course explores making interactive experiences for mobile and web design through research, content development, with a focus on user experience (UX) and user interface (UI) design. Incorporates prototyping with Adobe XD CC, highlighting UX design workflows and best practices.

GDSN 373 Illustration: 5 Credits (10 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 (10 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 (2 Lec, 3 Lab)
PREREQUISITE: GDSN 224 and passing portfolio review. This course utilizes movable type and hand-operated platen and cylinder printing presses to design and print several creative projects, including posters, artist books and postcards evaluated through formal critique and visual communication strategies.

GDSN 376 Screenprinting: 5 Credits (2 Lec, 3 Lab)
PREREQUISITE: GDSN 224 and passing portfolio review. This course explores screenprinting techniques utilizing drawn, monotype, digital, and photo-generated processes with the goal of translating visual communication strategies into multi-layered printed editions.

GDSN 377 Design and Society: 5 Credits (10 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 (10 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 391 Special Topics: 1-4 Credits ()

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 (5 Lec, 5 Other)
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. Repeatable up to 15 credits.

GDSN 492 Independent Study: 1-5 Credits (1-5 Other)
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. Repeatable up to 15 credits.
GDSN 498 Internship: 2-12 Credits (2-12 Other)
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.
Repeatable up to 12 credits.

GDSN 499 Senior Portfolio: 5 Credits (6 Lab, 2 Other)
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.