Graphic Design

All 200-level GRPH courses are limited to declared art, art history, graphic design, architectural design and industrial design majors during the fall and spring semesters. GRPH courses at the 300-level and above are restricted to graphic design majors. During May and summer sessions, 200-level GRPH courses are open to all students who meet the additional stated course prerequisites. Non-majors wishing to enroll in GRPH 200, GRPH 202 or GRPH 206 during fall and spring semesters may request permission of the instructor.

Introduction to graphics on the computer. Students will explore hardware and software that relate to the presentation of graphic design projects and computer generated imaging. Prerequisites: ART 102 and ART 104 or permission of the instructor.

GRPH 202. Design Methodology (0, 9). 3 credits.
Exploration of strategies for conceptualizing, analyzing and solving design problems. Emphasis is placed on graphic presentation of ideas and the creative process. Prerequisite: ART 102.

GRPH 206. Introduction to Typography (0, 9). 3 credits.
An introduction to the study of letter forms for their aesthetic and communicative value. Typographic fundamentals of alphabet history, type classification, printing technology effects, font design, visual space, hierarchy and grid systems will be explored. Prerequisite: GRPH 202.

GRPH 208. Portfolio Review. 0 credit.
Portfolio review required to enroll in graphic design courses at upper division standing. May be repeated once for pass/fail standing. Prerequisites: GRPH 200 and GRPH 202. Prerequisite or corequisite: GRPH 206.

GRPH 300. Illustration (0, 9). 3 credits.
Through demonstrations, theory and practical application, students are introduced to numerous media and illustrative techniques. Encouraged experimentation is tempered by an understanding of problem solving and conceptualization. Prerequisite: GRPH 208.

GRPH 304. Package Design (0, 9). 3 credits.
Through theory, demonstrations and practical application, students learn to design in three-dimensions. Focus will be placed on aesthetics, as well as the form and function of a product’s housing. Prerequisite: GRPH 208.

GRPH 306. Intermediate Typography (0, 9). 3 credits.
An intermediate study of typography for its aesthetic and communicative value. Context effects on legibility and readability, type as image, type in sequence, and typographic systems will be explored. Prerequisite: GRPH 208.

GRPH 312. Web Design. 3 credits.
Introduction to Web design through theory and practical application. Assignments will focus on the unique form, content and structures associated with designing for the World Wide Web. Special emphasis on the creative process and the graphic presentation of ideas. Prerequisite: GRPH 208.

GRPH 313. Interactive Media. 3 credits.
Through theory, demonstration and practical application, students are introduced to visual interface design. Focus will be placed on digital, interactive media and bridging the gap between functionality and usability. Prerequisite: GRPH 208.

GRPH 340. Poster Design (0, 9). 3 credits.
Through theory and practical application, students learn to design for the poster realm. Focus will be placed on aesthetics, as well as form and function. Encouraged experimentation is tempered by an understanding of problem solving and conceptualization. Prerequisite: GRPH 208.

GRPH/ART 375. Letterpress. 3 credits.
This studio course offers students an opportunity to engage in the process and product of letterpress printing through various techniques and conceptual approaches. Instruction focuses on text and image relationships by integrating metal and wood type, and other type-high surfaces. Emphasis will be placed on the acquisition of skills and vocabulary and the creative use of type and image. The course will address the history of letterpress and its contribution to contemporary art and design. Prerequisite: ART 276; Also for GRPH credit: GRPH 208.

GRPH/ART 376. Intermediate Book Arts: Concept, Content, Form. 3 credits.
This course challenges the student to develop a limited edition hand-made artists' book. The appropriate format for each individual's concepts are identified, adapted, customized, applied, and produced. Content development, book design, integration of various media and the functionality of various bookmaking materials are explored. We will consider the artists' book as a sculptural form and locate it within the broader context of contemporary writing and visual art. Prerequisites: ART 276; ENG 391, ENG 392 or ENG 393. Also for GRPH credit: GRPH 306.

Independent activity at the intermediate level, such as research or studio practice, under faculty supervision. Projected studies in Graphic Design must be arranged with the instructors who will direct them. Offered only with the consent of the instructor. Prerequisite: GRPH 208.

GRPH 392. Topics in Graphic Design. 3 credits. Offering varies.
Study of selected topics in graphic design at the intermediate level. May be repeated when course content changes. See MyMadison for current topics. Prerequisite: GRPH 208.

GRPH 406. Advanced Typography (0, 9). 3 credits.
An advanced study of typography for its aesthetic and communicative value. Topics of research, narrative, information design, format organization and production techniques will be explored. Solutions reflect advanced text and image integration knowledge through complex and variable structure development. Prerequisite: GRPH 306.

GRPH 408. Brand Identity. 3 credits.
Exploration of visual identities utilizing a holistic, systems approach to design. Introduces business strategies and design techniques associated with brand
development. Emphasis is placed on methods of thinking, research and implementation. Prerequisite or corequisite: GRPH 406.

**GRPH 410. Graphic Design Portfolio.** 3 credits.
An examination of the business of graphic design, employment strategies and freelance opportunities. Focus is placed on solidification of the portfolio for employment and/or graduate school. This course is strongly recommended for the last semester prior to graduation. Prerequisite: GRPH 406. Prerequisite or corequisite: GRPH 408.

**GRPH 490. Independent Studies in Graphic Design.** 1-3 credits, repeatable. Offering varies.
Independent activity, such as research or studio practice, under faculty supervision. Projected studies in any area of the school’s offering must be arranged with the instructors who will direct them. Offered only with consent of the director. Prerequisite: GRPH 208.

**GRPH 491. Studio Assistant.** 1-3 credits, repeatable. Offering varies.
An on-campus program monitored on an individual basis designed to provide practical studio experience in the visual arts. Students will learn safe studio practices and management skills, including material use, inventory control, and the proper operation of equipment found within various individual classroom studios. Prerequisite: Permission of the instructor.

**GRPH 492. Topics in Graphic Design.** 3 credits. Offering varies.
Study of selected topics in graphic design at the advanced level. May be repeated when course content changes. See MyMadison for current topics. Prerequisite: GRPH 208.

**GRPH 496. Internship in Graphic Design.** 1-6 credits. Offered fall, spring and summer.
An off-campus program prepared and monitored on an individual basis. Internships are designed to provide practical experience in the arts. Prerequisites: Permission of the instructor and GRPH 208; students can only enroll for a maximum of 3 credits per Internship.

**GRPH 499. Honors (1, 3, 2).** 6 credits total for three semesters. Prerequisite: GRPH 208.