(GV) GRAPHIC/VISUAL DESIGN

Courses

GV 120. Introduction to Storyboarding. 3 Hours.
Storyboarding is an essential tool in planning and preparing the visualization of a wide variety of endeavors. From comic books to films, instruction manuals, and marketing campaigns, many activities require strong storyboarding skills to properly convey ideas and to get a glimpse at where potential pitfalls could occur. Using both current tools and technology, as well as traditional methods, students learn the basics of storytelling through storyboards.

GV 145. Design Thinking and Innovation. 3 Hours.
In this course, students are introduced to creative problem-solving through design thinking. Design thinking is a way of solving problems through a collaborative, experimental, and iterative approach. Students learn to design for others by working on skills like analysis, research, testing, experimentation, empathizing with the end user and solving problems. This class is a fundamental course for all design related activities and gives the student skills to develop meaningful and innovative solutions in design related fields.

GV 208. 3D Modeling I. 3 Hours.
A contemporary 3D modeling program provides a powerful platform for the creation of three- dimensional 3D assets used in video games, special effects, entertainment, and extended reality. This course introduces the fundamentals of three-dimensional modeling concepts. Topics include an introduction to modeling, UV layout, materials, lighting, rendering, and animation.

GV 245. Graphic Design I. 3 Hours.
The skillful combining of image and text in visual communications is the core focus of this course. Students integrate topics in typography, image usage, space, color, and balance as they create projects. By going through the creative process from research to ideation to final presentation, students learn to apply and articulate design principles. This is a working studio class and through demonstrations and hands-on work, students learn to solve visual problems while gaining basic working knowledge of industry standard software essential to graphic design professionals today.

GV 248. Typography. 3 Hours.
In this course, students gain an appreciation of the art of typography. Students learn about typography's significance to human evolution, its power in messaging, and its cultural relevance. Topics include type classifications, font pairing, typographic hierarchy and emerging trends in contemporary type design. An assortment of mediums from mixed media to digital are used to experiment with type's expressive qualities in creating visually engaging compositions. Activities include hand lettering to learning how to create an original digital font.

GV 257. Animation and Motion Design I. 3 Hours.
This course introduces students to industry standard software in the creation of animation and motion graphics in 2D and 3D for a variety of media applications. Students will develop animated content and understand the use of animation and motion design within broader graphic design contexts on the web, mobile applications, games, and video. Topics covered include compositing, keyframes, timelines, looping, motion tweening, basic scripting, and visual effects.

GV 299. Topic/. 3 Hours.
This course listing is intended to provide the opportunity for faculty to offer courses of interest in graphic and visual design that would not normally be part of the University curriculum.

GV 308. 3D Modeling II. 3 Hours.
This course continues to intermediate 3D modeling concepts from the previous course. A contemporary 3D modeling program provides a powerful platform for the creation of 3D assets used in video games, and real-time special effects for entertainment and virtual and augmented reality. Topics include intermediate level work with polygons and NURBS curves, rendering, materials, lighting, UV mapping, dynamics and animation. Prerequisite(s): GV 208.

GV 310. Information Design. 3 Hours.
The graphic representation of information is one of the oldest forms of visual communication. It is also one of the most essential in today's data-driven culture. In this studio course, students will explore a variety of organizational structures to graphically display data. The emphasis will be for students to create visually compelling and interactive information designs that are clear, effective, and usable.

GV 323. Advanced UX Design. 3 Hours.
This is an advanced course that explores in-depth user experience design concepts and strategies including agile user experience design processes, user research, generative design, conceptual design, emotional design, prototyping, and user experience evaluation. Prerequisite(s): IT 223.

GV 329. Digital Illustration. 3 Hours.
In this course, students learn to create original illustrations while taking a deep dive into the art-making capabilities of Illustrator and Photoshop. Students focus on creativity of concept and composition as they explore 2D image-making techniques usable for a variety of media. Drawing tools, image and type manipulation, paint brushes, and effects will all be implemented in producing high-impact images for commercial as well as expressive applications. Projects including surreal, editorial and product illustration provide opportunities for portfolio-quality pieces. Prerequisite(s): GV 245.

GV 330. Graphic/Visual Design Internship. 3-9 Hours.
This experiential course is a supervised work experience with participating employers for Communications Technology students. It provides for the application of classroom learning in a professional work environment. Prerequisite(s): (Major= Graphic Visual Design) and (College Level=Senior). Each student will find, will choose, or will be provided with an internship site. The site chosen will be based upon; (1) an interview conducted by the management of the internship site, (2) the acceptance by the internship coordinator, and (3) the student's preference of location based on availability. The internship coordinator will have the final decision on all internship placements. The coordinator's decision will be based on his/her interaction with the student during previous coursework and his/her understanding of the requirements of the student and the internship site. Every consideration will be given to the student's personal preferences with regard to location and type of internship site. Prerequisite(s): Major=BS Graphic/Visual Design.

GV 335. Graphic Design II. 3 Hours.
Graphic Design II continues the study of design principles presented in Graphic Design I. An emphasis will be placed on advanced visual problem solving from concept development to final presentation. Through a series of hands-on projects, this course is geared towards being able to take the skills acquired and use them in a variety of settings. Projects for external clients along with those assigned by the instructor will ultimately lead to several professional pieces designed for portfolio use. Prerequisite(s): GV 245.

GV 357. Animation and Motion Design II. 3 Hours.
This course builds on the skills learned in introductory motion design courses, with an emphasis on developing a long-form animation work or a cohesive series of animated gifs. Special emphasis is given to the construction and animation of 3D assets. This is a project development course highlighting the storyboarding and drafting process that goes into executing polished work. By emphasizing narrative, students develop a portfolio piece that tells a story in motion by combining 2D, 3D, video, and sound assets. Prerequisite(s): GV 257 or VF 243.

GV 429. Design Portfolio. 3 Hours.
Students develop and refine a portfolio of design work essential for seeking jobs in the graphic and visual design fields. They work with real life clients and learn how to prepare this work and previous work for professional presentation. By the end of the course, students have a portfolio and resumé showcasing their design skills. Prerequisite(s): GV 335.