

## Department of Art Syllabus

- I. ART 5416 *Graduate Graphic Design II*, 3 Credit Hours
- II. PREREQUISITES  
None
- III. TEXTBOOK  
None
- IV. COURSE DESCRIPTION  
This course expounds the theories, strategies and processes of designing graduate level design work, and conceiving the most intuitive visual communication solutions for professional practice. (Lab fee required).
- V. RATIONALE  
The rationale of this course is to give an indication of the research and depth expected for every project done within the graduate graphic design program.
- VI. LEARNING OBJECTIVES AND OUTCOMES
  - A. Develop and perfect graduate design level standards.
  - B. Engage in more independent resolutions to specified client issues.
  - C. Execute design projects that require multiple levels of roll out.
  - D. To convey the importance of successful research of identity programs and evaluate them.
  - E. Analyze and comprehend the needs and services of specific clients.
  - F. Develop visual brand identities that need a variety of iterations.
- VII. INSTRUCTIONAL METHODS AND ACTIVITIES
  - A. Lecture/ Presentation
  - B. Response to assigned readings via Moodle
  - C. Peer critique
- VIII. EVALUATION  
*See Department of Art Syllabus Addendum for Grading Scale and Evaluation.*
- IX. REFERENCES  
Balance, G. & Heller, S. (2001). *Graphic design history*. New York: Allworth Press.  
  
Campbell, A. (1993). *The new graphic's designer's handbook*. Philadelphia, PA: Running Press.

- Cramsie, P. (2010). *The story of graphic design: From the invention of writing to the birth of digital design*. New York: Abrams.
- Drucker, J. (2009). *Graphic design history: A critical guide*. Upper Saddle River, NJ: Pearson Prentice Hall.
- Gomez-Palacio, B. & Vit, A. (2011). *Graphic design, referred: A visual guide to the language, applications and history of graphic design*. Beverly, MA: Rockport Publishers.
- Heller, S. (2004). *Design literacy: Understanding graphic design*. New York: Allworth Press.
- Heller, S. (2004). *The education of a typographer*. New York: Allworth Press.
- Kane, J. (2011). *A type primer*. (2<sup>nd</sup> ed.). Upper Saddle River, NJ: Pearson Prentice Hall.
- Labuz, R. (1993). *The computer in graphic design*. New York: Van Nostrand Reinhold.
- Meggs, P. (1998). *The history of graphic design*. New York: John Wiley & Sons.