

Department of Art Syllabus

- I. ART 6416 *Graphic Design: Directed Problems II*, 3 Credit Hours
- II. PREREQUISITES
ART 6415
- III. TEXTBOOK
None
- IV. COURSE DESCRIPTION
This course is designed to be the secondary and final directed experience for the Master of Science in Graphic Design degree. Goals, objectives, and approaches will be specified based on the accomplishments and objectives of the individual student with consideration of the student's possible career goals. (Lab fee required).
- V. RATIONALE
This course is the second of two capstone courses required to obtain the M.S. Degree in Graphic Design. It may also be used in specific cases where a graduate candidate is in need of another 6000 level Graphic Design elective course for both the M.S. and M.F.A. Degree in Graphic Design. The course provides graduate students with instruction, critique, research opportunities, and practice and critique on an advanced level appropriate to graduate-level maturation and accomplishment in graphic design. It provides for more independent expression, examination and research for graduate students to build their own body of work in graphic design. Furthermore, the class allows for that independence in project creation while providing the guidance and critical insight of a professor in the field. The goal and objective of this course will be determined collaboratively between the professor and student with a mutual focus on the student's graduate-level mastery and long term career goals.
- VI. LEARNING OBJECTIVES AND OUTCOMES
The objectives and outcomes will vary based on the student and their goals for individual expression, maturation and creative accomplishment. It is expected that the number, challenges, conceptual depth and technical skill of works produced during these classes will be at an appropriate graduate level of mastery.
- VII. COURSE TOPICS
 - A. Execute works which show appropriate graduate-level maturation and fluency in graphic design.
 - B. Create graphic designs on a high professional level.

- C. Explore various graphic design media in classical and modern approaches as specified.
- D. Further explore the literature of graphic design history and practice.
- E. Develop a personal statement of the communicative powers of graphic design.

VIII. EVALUATION

See Department of Art Syllabus Addendum for Grading Scale and Evaluation.

IX. REFERENCES

Burton, P. W. (1990). *Advertising copywriting*. Lincolnwood, IL: NTC Business Books.

Campbell, A. (1993). *The new graphic's designer's handbook*. Philadelphia, PA: Running Press.

Cullinane, R. (1990). *The complete book of comprehensives*. New York: Van Nostrand Reinhold.

Davis, S. P. (1991). *The graphics artist's guide to marketing and self-promotion*. Cincinnati, OH: North Light Books.

Heller, S. (1987). *Design career: Practical knowledge for beginning illustrators and graphic designers*. New York: Van Nostrand Reinhold.

Keding, A. (1991). *How to produce creative advertising: Proven techniques and computer applications*. Lincolnwood, IL: NTC Business Books.

Labuz, R. (1993). *The computer in graphic design*. New York: Van Nostrand Reinhold.

McLendon, C. B. (1982). *Signage: Graphic communications in the build world*. New York: McGraw-Hill.

Scher, P. (1992). *The graphic design portfolio*. New York: Watson-Guptill.

Swann, A. (1991). *Graphic design school*. New York: Van Nostrand Reinhold.

Stankowski, A. (1967). *Visual presentation of invisible processes*. New York: Hastings House.

Strong, L. V. (1990). *The how to book of advertising: Creating it, preparing it, presenting it*. New York: Fairchild Publications.

Wilde, J. & R. (1991). *Visual literacy: A conceptual approach to graphic problem solving*. New York: Watson-Guption.