

# GRAPHIC DESIGN (GD)

## GD 101 | CREATIVE STUDIO METHODS | 4 quarter hours (Undergraduate)

Creative Studio Methods is a required interdisciplinary foundation design course. It immerses new design students in a range of studio experiences as a means to introduce methods for approaching creative work. Short lectures or screenings present models, contexts, and inspiration for creative and critical design practices and provide students with, "courage by example." In-class exercises emphasize inquiry, experimentation, unknowns, playful risk, invention, flexibility, and agility. Visual and conceptual artifacts and outcomes are generated through process and analyzed/considered through group discussion. PREREQUISITE(S): None.

## GD 104 | DESIGN DRAWING PROCESS | 4 quarter hours (Undergraduate)

This course introduces students to drawing for the design process in print and media from initial concept development to sketches, presentation drawings and visualizations for graphic and interactive media. Topics include general arrangement as well as detailed and dimensional drawings providing essential preparation for classes in design and digital illustration software. PREREQUISITE(S): None.

## GD 105 | INTRO TO VISUAL DESIGN | 4 quarter hours (Undergraduate)

Students study the principles of composition and color theory, and how these are affected by movement, duration and display. Vector and bitmap manipulation tools are explored.

## GD 109 | WEB DESIGN TOOLS WORKSHOP | 2-2.25 quarter hours (Undergraduate)

This course introduces students to the basic languages used to build the front-end components of the web. Students will learn the basic syntax of HTML and CSS; a simple vocabulary of HTML elements and attributes, and CSS properties and values; best practices for preparing content for the web; and basic code patterns useful in web design. PREREQUISITE(S): None (2 quarter hours)

## GD 110 | WEB DESIGN | 4 quarter hours (Undergraduate)

An introduction to design process and strategy for the web. Students will be introduced to layout and composition, typography, color, and navigation concerns specific to web design. Projects will be created using both visual design applications and hand-coding with HTML and CSS. The class will also introduce basic components of hypertext transfer protocol, and web site deployment.

**(GD 109 and GD 200) or (UXD 210 and GD 105) are prerequisites for this class.**

## GD 150 | ILLUSTRATOR WORKSHOP | 2 quarter hours (Undergraduate)

This class will introduce students to the syntax, tools and methods of vector-based drawing using Adobe Illustrator. Topics and techniques covered during lectures will be reinforced through in-class exercises and projects. (2 quarter hours)

## GD 151 | PHOTOSHOP WORKSHOP | 2 quarter hours (Undergraduate)

This class will introduce students to the syntax, tools and methods of raster-based graphics and image editing/manipulation by using Adobe Photoshop. Topics and techniques covered during lectures will be reinforced through in-class exercises and projects. (2 quarter hours)

## GD 152 | INDESIGN WORKSHOP | 2 quarter hours (Undergraduate)

This class will cover fundamental typographic design and layout skills by using page layout software Adobe InDesign. Topics and techniques covered during lectures will be reinforced through in-class exercises and projects. (2 quarter hours)

## GD 153 | LETTERING WORKSHOP | 2 quarter hours (Undergraduate)

This course is an exploration of lettering techniques, both analog and digital. Students will experiment with historical and conceptual approaches to hand lettering. Both the formal and communicative uses of lettering will be studied. (2 quarter hours)

**GD 150 and (GD 104 or ART 106) are prerequisites for this class.**

## GD 154 | ADVANCED CSS WORKSHOP | 2-2.25 quarter hours (Undergraduate)

A hands-on exploration of properties in the CSS3 specification. Students will explore advanced techniques such as pseudo-elements, complex shapes, pointer controls, keyframes and animation, and improved typographic controls. This class will also introduce techniques for device dependent styling. Previous experience with CSS and HTML is highly recommended. PREREQUISITE(S): None (2 quarter hours)

## GD 155 | HTML5 WORKSHOP | 2 quarter hours (Undergraduate)

This is a hands-on course in developing web pages and content using HTML5. In this course students will learn to create and edit web pages, applications, and/or games with HTML5 using text editors. The course will include weekly mixtures of lessons and exercises. (2 quarter hours)

## GD 156 | MEME WORKSHOP | 2-2.25 quarter hours (Undergraduate)

This course will provide an introduction to Memes: including history, theory, and evolution. Students will research how the democratization of digital tools allowed for memes to become a means of cultural communication and documentation of design, culture, and society on a global scale from self-help to humor, to politics and beyond. Additionally, students will study the importance of the re-purposed, re-appropriated, and re-used digital image as both a revolutionary and evolutionary design, as well as a piece of collected data for where it has traveled. This workshop includes lectures, discussions, critiques, presentations, hands-on activities, and lab (computer work) time and weekly assignments. Students will experiment with various tools for making memes: everything from open-source, free platforms to more traditional design software.

## GD 200 | GRAPHIC DESIGN: FORM | 4 quarter hours (Undergraduate)

This course introduces the principles and theories of graphic design. Processes and methodologies related to visual problem solving will be explored and techniques of visual design will be taught and incorporated into class projects. Projects will combine words, images and graphic elements to address design problems in meaningful ways that give your audience new understanding and experiences. Theories and visual movements will be examined through lectures and put into practice during class projects.

**(GD 150 and GD 105) or ART 105 or ANI 105 is a prerequisite for this class.**

**GD 201 | INTRODUCTION TO VISUAL DESIGN RESEARCH | 4 quarter hours****(Undergraduate)**

This course introduces students to research methods used in design creative and professional practice. Theories, strategies and practical frameworks are studied in the preparation and creation of design artifacts.

**GD 220 is a prerequisite for this class.**

**GD 205 | GRAPHIC DESIGN: CONCEPT | 4 quarter hours****(Undergraduate)**

This course introduces the process of ideation and conceptual problem solving in graphic design. Methodologies of research and iteration will be examined, with an emphasis on the role of analysis, conceptual thinking and visual production as the primary tasks of the graphic designer. Social and cultural considerations will be investigated through projects, exercises and lectures. Students will be introduced to strategies and tactics utilized to create design artifacts.

**(GD 101 and GD 151) are prerequisites for this class.**

**GD 210 | DIGITAL ILLUSTRATION I | 4 quarter hours****(Undergraduate)**

Introduction to illustration development in image, line and photography, combining computer applications and hand-rendered approaches.

**(GD 200 or ANI 230) and (GD 104 or ART 106) are prerequisites for this class.**

**GD 211 | INTERMEDIATE DIGITAL ILLUSTRATION | 4 quarter hours****(Undergraduate)**

Intermediate practice for illustration development in image, line and photography. Combining computer applications and hand-rendered approaches will be studied.

**GD 210 is a prerequisite for this class.**

**GD 215 | WEB DESIGN FOR COMMERCIAL PROJECTS | 4 quarter hours****(Undergraduate)**

This is a design-focused web class on intermediate concepts and techniques in the visual design, development and implementation of websites for commercial purposes. Students will use industry standard applications and design processes.

**UXD 270 OR GD 110 is prerequisite for this class.**

**GD 216 | WEB DESIGN FOR ARTISTS | 4 quarter hours****(Undergraduate)**

A design-focused web class that focuses on intermediate concepts and techniques in the visual design, development and implementation of websites for personal expression and artistic experimentation. Students will use industry standard design applications and some hand coding in HTML and CSS.

**GD 110 or IT 130 or HCI 201 or ART 385 is a prerequisite for this class**

**GD 217 | WEB INTERACTION WORKSHOP | 2-2.25 quarter hours****(Undergraduate)**

A hands-on introduction to integrating user activity into the visual language of web design. Students will learn fundamental skills necessary for basic interaction design, and will explore widely-adopted frameworks allowing them to capture events in the web browser, programmatically traverse a web page, and alter the design and content of a page based on the actions of the user. (2 quarter hours)

**GD 220 | HISTORIES OF DESIGN | 4 quarter hours****(Undergraduate)**

The history of design is an evolution in aesthetics, technology, style and visual communication. The class will encompass a survey of major movements in the field of design, notable designers and design materials. The nature of changing methods, materials, technologies and values are examined in the context of the social and political realities that shape communication. This course interrogates the diverse cultural definitions and functions of design across time and place. This introduction to broad movements in style and approach in global and diverse movements range from Western European and North American to essential intersections with Black, Latinx, and Asian movements acknowledging the historical exclusion of globally diverse artifacts, practices, practitioners and users.

**GD 221 | TRENDS IN CONTEMPORARY GRAPHIC DESIGN | 4 quarter hours****(Undergraduate)**

World movements in design and contemporary practice in print, web and experiential design.

**GD 220 is a prerequisite for this class.**

**GD 230 | TYPOGRAPHY: FORM | 4 quarter hours****(Undergraduate)**

This course introduces the principles and theories of graphic design. Processes and methodologies related to visual problem solving will be explored and techniques of visual design will be taught and incorporated into class projects. Projects will combine words, images and graphic elements to address design problems in meaningful ways that give your audience new understanding and experiences. Theories and visual movements will be examined through lectures and put into practice during class projects.

**GD 105 or ART 105 or ANI 105 is a prerequisite for this class.**

**GD 231 | TYPOGRAPHY IN MOTION | 4 quarter hours****(Undergraduate)**

Students explore different ways of transforming static form to moving, dynamic and dimensional form. Using both storytelling and abstraction, students will create typography sequences with intention, humor, and emotion. Students will work with appropriate software to create innovative and informative typographic design.

**GD 230 OR GD 232 is a prerequisite for this class.**

**GD 232 | TYPOGRAPHY: SYSTEMS | 4 quarter hours****(Undergraduate)**

This course is the study of the underlying formal principles that guide the use of typography in design. The study of the grid: how it is created and utilized as a means of organization and clarity will be examined through class projects and exercises. The use of micro- and macro-typographic principles will be put into practice and students will be introduced to multiple methodologies for organizing and utilizing typographic elements to create syntax.

**(GD 230 and GD 152) or (GD 105 and UXD 220) are prerequisites for this class.**

**GD 250 | DESIGN STUDIO FIELD TRIP | 2 quarter hours****(Undergraduate)**

This 2-credit workshop offers field trips to design studios, allied fields workplace visits and relevant museums and gallery exhibitions. Students will research and study design studios in the Chicago area and attend networking events. Appropriate for Graphic Design, Interactive Media, Communication, and all other students interested in design and allied fields. Students will write a reflective paper after each trip. Be aware that there will be travel time before and after the class. (2 quarter hours)

**GD 260 | MOTION GRAPHICS | 4 quarter hours  
(Undergraduate)**

This course will introduce the student to effective communication using motion graphics, including its application in the areas of film titles, broadcast and commercial design, interactive media, and gaming. The combination of music, visuals and typography will be explored following the basic theories of kinetic composition and aesthetics. Students will study the history of the field, including the work of pioneers such as Norman McLaren, Saul Bass and Len Lye.

**Sophomore Standing and one of the following: ANI 105, ANI 101, GD 105, ART 105, GPH 211, DC 205 is a prerequisite for this class.**

**GD 270 | SEMIOTICS AND VISUAL DESIGN | 4 quarter hours  
(Undergraduate)**

Design and designed products can be interpreted as signs that are the result of human needs and desires. This course examines theoretical issues in how design of a message or product influences the user's decision to read it, use it or buy it. Semiotics theory examines these concepts as well as design value and criteria for evaluation in contemporary culture.

**GD 221 is a prerequisite for this class.**

**GD 300 | GRAPHIC DESIGN: PROJECTS | 4 quarter hours  
(Undergraduate)**

This course explores design problems in visual communication through word and image. Project content is largely based on the student's own research and writing. Analysis of meaning, structure, and communication to specific audiences is studied. Readings, design and writing projects in commercial graphic design and fine arts comprise the content of the course. Projects are graphic and expressionist in nature, structured to emphasize the relationship between form and content.

**GD 381 and GD 270 and GD 110 are prerequisites for this class.**

**GD 305 | INVESTIGATING THE MATERIAL GLITCH | 4 quarter hours  
(Undergraduate)**

This course will investigate binary ideas fundamental to most design practice (good/bad, positive/negative, digital/analog) through the creation of images which are neither one nor the other—but fall into the space between, the space of a glitch. This course will use graphic printing-making methods as a tool to examine these ideas—including stencils, wood blocks, xerox transfers, and cyanotypes. Students will learn the technical aspects of each process. This course will be taught through discussion, critique, and studio work utilizing analog and digital drawing methods. There will also be instruction on the use of both the laser cutter and the CNC router in the DePaul makerspace.

**GD 200 OR GD 205 is a prerequisite for this class.**

**GD 315 | WEB DESIGN: ADVANCED PROJECTS | 4 quarter hours  
(Undergraduate)**

This course will emphasize interactivity and professional presentation for advanced multimedia web sites for artistic and commercial projects. Advanced concepts and techniques in the visual design and implementation of web pages. Students will use industry standard web design applications and some hand coding in HTML and CSS.

**GD 215 or GD 216 is a prerequisite for this class**

**GD 330 | TYPOGRAPHY:PROJECTS | 4 quarter hours  
(Undergraduate)**

This course is an advanced investigation into typography and text for verbal and visual expression. Analysis of meaning and structure, design composition, and communication to specific audiences is studied. Projects are both pragmatic (for example, textbook design), and expressionistic (found and constructed typographic compositions that are poetic and conceptual). Emphasis is placed on the study and creation of meaning in relation to audience, culture, and history. Some content is provided in certain projects and in others is largely based on the student's own research and writing.

**GD 381 and GD 270 and GD 110 are prerequisites for this class.**

**GD 331 | HISTORY AND PRACTICE: FILM TITLE DESIGN | 4 quarter hours  
(Undergraduate)**

This course combines the history of film title design examining the likes of the notorious title sequences of such graphic designers as Saul Bass in creating the Hitchcock movies through Stephen Frankfurt, Maurice Binder and Kyle Cooper's "Se7en." The study leads to the advanced practice of combining typography, graphics, and moving images to build professional projects for advertising design, web design, film design, game design and commercial ventures.

**GD 230 and (ANI 260 or GD 231) are prerequisites for this class**

**GD 332 | DESIGN FUTURES | 4 quarter hours  
(Undergraduate)**

This course will provide an introduction to Design Futures (also called Design Fiction, Speculative Design and Critical Design): including history, theory and methods for speculation, design fiction, business strategy and appropriate elements of visual narrative and storytelling to showcase ideas, strategy, and foresight. How are futures imagined, prototyped and created over time? Where, how and for whom are futures being considered? Who is included and excluded? Where are opportunities to create alternative futures, and how might a designer engage and contribute? How can a designer consider and engage in future ethics in various phases of the design creation and product lifecycle? This course includes lectures, discussions, critiques/presentations, hands on activities, and lab (computer work) time and weekly assignments. Students will be expected to research, write, design and document their work. Hands-on making (studio work) will engage a range of approaches from business, art, tech, and design as a means to bring possible futures narratives to life, while the weekly readings and discussions will provide background for analysis of the studio work. Students will engage with emerging technology and future ethics including AR, digital fabrication, sensory design, and AI, among others through the lens of Graphic Design.

**GD 200 AND GD 230 are prerequisites for this class.**

**GD 338 | DIGITAL TYPEFACE DESIGN | 4 quarter hours  
(Undergraduate)**

The course is an introduction to the formal, technical, and historical foundations of typeface design. Students will use a combination of analog and digital methods to explore the design of letterforms, numerals, and supporting material such as punctuation and diacritics in the production of usable digital fonts.

**GD 230 AND GD 150 are prerequisites for this class.**

**GD 340 | PUBLICATION DESIGN | 4 quarter hours  
(Undergraduate)**

Design of multiple page documents: magazines, catalogs, and annual reports. Emphasis placed on research methodology, conceptual approach and audience. Knowledge of computer applications and typography are assumed.

**GD 381 and GD 270 are prerequisites for this class.**

**GD 341 | BOOK MAKING AND BINDING WORKSHOP | 2-2.25 quarter hours (Undergraduate)**

This is an introductory course covering the basic principles of hand bookbinding including theories of book structure, review of paper information and bookbinding materials. The class will be a mixture of demonstrations and practical exercises, and each student will produce a variety of books and structures. (2 quarter hours)

**GD 105 is a prerequisite for this class.**

**GD 350 | PORTFOLIO WORKSHOP | 2-2.25 quarter hours (Undergraduate)**

Students review previous course projects and prepare a final portfolio as well as their own design identity and a resume in preparation for job interviews and/or graduate school. Visiting design professionals will present their work to the class and share their experiences in the field. Students will also learn presentational techniques and methods for career development. (2 quarter hours)

**GD 200, GD 210 and GD 230 are prerequisites for this class.**

**GD 355 | PACKAGING DESIGN | 4 quarter hours (Undergraduate)**

This course defines the role of packaging in product identification, presentation, and production. Projects will introduce the process of designing the graphic and physical forms of packaging design. Students will create 3-dimensional, physical packages including 2-dimensional branding, graphic and photographic image development. The materials of production, and consideration of user and market inherent in all commercial projects are covered, including the client's needs and desires in the market place.

**GD 200 and GD 230 are prerequisites for this class.**

**GD 356 | LOGO, BRANDING, AND VISUAL IDENTITY | 4 quarter hours (Undergraduate)**

The course provides students with an understanding of methodologies and strategies used for logo development, branding, and visual identity. In this course, students will work on, in extended projects, exploring identity systems with various forms such as logo, stationary, packaging, signage, print and web design.

**GD 381 and GD 270 are prerequisites for this class.**

**GD 360 | ADVERTISING DESIGN | 4 quarter hours (Undergraduate)**

Explores the function and practice of design in advertising in both social and art historical contexts. This course engages practical real life projects as well as projects that explore cultural and artistic practices.

**GD 381 and GD 270 are prerequisites for this class.**

**GD 365 | ADVANCED MOTION GRAPHICS | 4 quarter hours (Undergraduate)**

This course builds on motion graphics fundamentals covered in ANI260 Motion Graphics. In Advanced Motion Graphics, students will work to develop a better understanding of how to develop a distinct visual style in both personal work and in work for clients. The course also focuses on gaining familiarity with contemporary styles and trends in professional motion graphics, and an awareness of Chicago-based motion graphics production.

**ANI 260 is a prerequisite for this class.**

**GD 380 | STRATEGY AND DESIGN WITH COMMUNITY CLIENT | 4 quarter hours (Undergraduate)**

This course enables students to work from start to finish on client-based graphic design and projects. Students establish working relationships as individuals and in teams that utilize their skills to effectively evaluate the communication needs of an organization or business, develop design solutions that fulfill those needs, and negotiate the process between designers and clients. Objectives of the course include: improving student's developing design skills to an advanced level, creating awareness of current design trends, supporting student's development of independent working habits, utilizing integration of both hand-skills and the computer as design tools, and completing professional projects after staged client feedback and revisions.

**GD 300 OR GD 330 is a prerequisite for this class.**

**GD 381 | GRAPHIC DESIGN PORTFOLIO DEVELOPMENT | 4 quarter hours (Undergraduate)**

This course provides the student with an opportunity to prepare themselves for the workplace. During the course, students will refine a body of design work and publish their portfolio in both print and web formats. Students will design and develop their own visual identity, resume, cover letter, and business cards in preparation for job interviews and/or graduate school. They will also spend the quarter researching potential employers and learn about each company, agency, and/or studio so that they can strategically tailor their application process.

**GD 200 and GD 201 and GD 205 and GD 232 are prerequisites for this class.**

**GD 390 | SPECIAL TOPICS IN GRAPHIC DESIGN | 1-4.5 quarter hours (Undergraduate)**

Specific topics selected by the instructor. Topic varies with each offering. Contact instructor for more information. Prerequisite(s): See syllabus.

**GD 394 | CAPSTONE PROJECT I | 4 quarter hours (Undergraduate)**

This two course sequence provides a Graphic Design-specific capstone experience for the student. The capstone course will connect the students' Graphic Design course work with the University courses s/he has taken through three components: student-generated design proposals, class/instructor discussions, and the actual creation/production of the student's proposal.

**(GD 300 AND GD 330) AND Senior Standing are prerequisites for this class.**

**GD 395 | CAPSTONE PROJECT II | 4 quarter hours (Undergraduate)**

This two course sequence provides a Graphic Design-specific capstone experience for the student. The capstone course will connect the student's Graphic Design course work with the University courses s/he has taken through three components: student-generated design proposals, class/instructor discussions, and the actual creation/production of the student's proposal.

**GD 394 is a corequisite for this class.**

**GD 399 | INDEPENDENT STUDY | 1-8 quarter hours (Undergraduate)**

Independent study supervised by an instructor. Independent study form required. Can be repeated for credit. Variable credit. Prerequisite(s): Instructor and dean approval.



**GD 400 | GRAPHIC DESIGN STUDIO | 6 quarter hours  
(Graduate)**

Working closely with a faculty advisor, and guided by feedback from both faculty and peers, students will engage in a series of self-directed and wide-ranging design projects enhancing the breadth and depth of the skill set that they bring to the program. Students will also broaden their design practice and the cultural, political, social, and environmental impact of their work as designers. This series provides students the means to craft a strategy for their design thesis which will be the focus of year two.

**GD 410 | DESIGN: RESEARCH, WRITING, MAKING DESIGN | 4 quarter hours  
(Graduate)**

This course examines graphic design as a nexus among research methodology, writing and creative practice. Theories, strategies and practical frameworks will be explored as they relate to the culture and practice of contemporary design. This course is intended as a launch pad for students to engage in a process of critical inquiry into contemporary and historical design culture and to engender in them a fundamental value for intellectual activity as a defining component of their practice.

**GD 420 | TYPOGRAPHIC COMMUNICATION | 4 quarter hours  
(Graduate)**

The use of typography as a primary form of communication. This course will study the advanced theories of letterforms, type design, usability, legibility and complex grid structures. The course will also emphasize the study of human behavior, perception, biases, and preferences as it relates to the use and application of typography. Cultural implications within typographic practice will be explored. Elements of professional and academic theory will be applied to student projects.

**GD 501 | GRAPHIC DESIGN THESIS PREP | 6 quarter hours  
(Graduate)**

In collaboration with faculty advisors and peers, students begin an intensive development on their thesis proposal, working to define an area of study, articulate personal and professional goals, and generate a formal body of work and a written component into an edited and synthesized whole. A thesis project is an original body of work that reflects an increasing focus and considered view on a particular theme or topic accompanied by a written component that encapsulates and articulates the central ideas of the thesis and traces the progression and development of the thesis project. Critical theory, history, and reflection upon acquired knowledge are integrated as a part of this reflective process with an emphasis on specific objectives and clarity of outcomes in writing and physical output.

**GD 502 | GRAPHIC DESIGN THESIS STUDIO | 6 quarter hours  
(Graduate)**

Working closely with a faculty advisor, and guided by feedback from both faculty and peers, students will engage in a self-directed, design project and written thesis. Through further developing a design practice that values making, collaboration, writing, critique, and research-based inquiry, and driven by a thesis question developed during Design thesis prep, students are expected to investigate the designer's role in the creation of meaning. Both a complete written thesis and final design documents will be required for completion.

**GD 510 | DESIGN LEADERSHIP | 4 quarter hours  
(Graduate)**

Design Leadership is defined as relationship to a team, building and nurturing a creative space marked by psychological safety so the most innovative ideas may grow into solutions for whatever questions and tasks face the team. The team includes different kinds of designers, photographers, researchers, artists, strategists, and members of collaborating client teams in their various roles. Managing these dynamics with support and an environment of innovation and creative collaboration is essential. This course studies and practices all aspects of this world through theory, methodologies and practice in team building in the classroom among students and faculty, and with clients or community partners where possible and appropriate. The course will be run as a topics course to bring in different and timely perspectives.

**GD 520 | TOPICS SEMINAR | 4 quarter hours  
(Graduate)**

Specific topics selected by the instructor. Topic varies with each offering. Contact instructor for more information.