GRAPHIC DESIGN

Graphic design is the aesthetic ordering of type and image in order to interest, inform, persuade, or sell. Since these purposes are not mutually exclusive, graphic design may be used to achieve all of them simultaneously.

Graphic design, traditionally the design of printed material, also includes signage, architectural graphics and exhibit design, and with changing technology, it now encompasses film, television, video, and computer-related imagery. (American Institute of Graphic Art)

FACILITIES
The graphic design area has 1,616 square feet of studio space. The graphic design computer lab has 23 Macintosh computers.

GRAPHIC DESIGN FACULTY
Jim Bryant is a professor of art and head of the design program. He received his MFA from Louisiana State University and his BFA from The Herron School of Art, Indiana University.

Hyeja Jung is an assistant professor in graphic design. She received her MFA from University of Florida and her BFA from Syracuse University.

CONTACT INFORMATION
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COURSES OFFERED
ART 350 Introduction to Graphic Design I: Digital Art (3). Introduction to the computer as a tool for fine art and illustration. Students are taught computer techniques and approaches to creating art. Prerequisites: ART 101 and 111.

ART 351 Graphic Design II (3). Introduction to type and image production for graphic design. Students learn traditional and computer based problem-solving techniques. Prerequisite: ART 350.

ART 352 Graphic Design III: Layout and Introduction to Design Systems (3). Intermediate level study in graphic design focusing on publication. Prerequisite: ART 350 (ART 351 is also recommended).

ART 451 Graphic Design IV: System Design (3). Advanced level study in graphic design for multimedia and the Internet. Web page design and exploration of multimedia. Prerequisite: ART 352.

ART 452 Graphic Design V: Senior Portfolio (3). Terminal level study in graphic design involving directed research, portfolio preparation and group evaluation. Prerequisite: ART 451.

ART 551 Graphic Design VI (3). Additional refinement of graphic techniques, discussion and criticism. An emphasis on individual investigation concentrating on producing a unified body of work suitable for a portfolio or professional show. The student and the instructor will design a program of study directed toward this goal. Prerequisite: ART 452.

ART 552 Graphic Design VII (3). Advanced specialization; continuation of ART 551.

Elective courses are regularly offered on the topics of Web Design, Flash Animation, Typography and Poster Design.

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