

GRAPHIC DESIGN (GRD)

GRD-1810-9 Selected Topics (Variable semester hours)

This is a periodic course reflecting faculty research interests. Students may repeat the course on a different special topic for a maximum of 12 semester hours.

GRD-2100 Introduction to Graphic Design (4 semester hours)

This course is an introduction to the practice and principles of graphic design for print. This lab-based course covers the basics of composition as it relates to graphic design, typography and layout, as well as the technologies and techniques necessary to create the projects in the course. Students will use current creative software to develop effective solutions to the problems presented. This software includes Adobe Illustrator, InDesign and Photoshop for various tasks as necessary throughout the semester. Additional fee required.

GRD-2650 Intermediate Graphic Design (4 semester hours)

This course will introduce students to graphic design and typographic structures. Students will use hands-on activities to reinforce their development in the use of design principles and the language of type. Topics include the elements and principles of graphic design, the tools and vocabulary of typography and the methods required to use them effectively.

Additional fee required

GRD-2810-9 Selected Topics (Variable semester hours)

This is a periodic course reflecting faculty research interests. Students may repeat the course on a different special topic for a maximum of 12 semester hours.

GRD-3100 Advanced Graphic Design (4 semester hours)

This course will provide students with the opportunity to continue to develop and understand the aesthetic and issues of contemporary graphic design. This course is intended to solidify confidence in creativity, aesthetic judgment, self-expression and independent critical thinking skill, with expanded creative solutions in the varied facets of contemporary graphic design. The course will use the Adobe Creative Cloud and specifically, make use of Adobe Illustrator, Photoshop, InDesign and Acrobat as project requirements and good practice require. Additional fee required.

Prerequisite(s): GRD-2100.

GRD-3250 Digital Layout and Design (4 semester hours)

This course is an introduction to the practice and principles of graphic design for print and electronic media. This lab-based course covers the basics of typography and layout, as well as the technologies and techniques of interactive media production. Students will use modern digital imaging and publication software to create effective informational and promotional materials.

Prerequisite(s): COM-2850.

Additional fee required

GRD-3350 Interactive Media (4 semester hours)

This course is an introduction to the design and use of interactive media. Students will explore the creation of narrative using digital programs and will analyze the communication process used in online digital formats. Additionally, students will discover effective use of message design. Activities in this course will focus on the creation of narratives, websites and virtual environments. Students will also gain skills in advanced digital design.

Prerequisite(s): GRD-2850/COM-2850.

Additional fee required

GRD-3400 Intro to UI/UX Design (4 semester hours)

This course uses a design-based approach to user interface and user experience (UI/UX) design. Students will learn to apply methods used in all stages of the process from user research to the development of wireframes and a working prototype for an app. Students will design artifacts using industry standard software. Additional fee required.

GRD-3810-9 Selected Topics (Variable semester hours)

This is a periodic course reflecting faculty research interests. Students may repeat the course on a different special topic for a maximum of 12 semester hours.

GRD-4810-9 Selected Topics (Variable semester hours)

This is a periodic course reflecting faculty research interests. Students may repeat the course on a different special topic for a maximum of 12 semester hours.

GRD-4940 Graphic Design Internship (4 semester hours)

The purpose of the Graphic Design Internship is to enable Aurora University students to acquire work experiences in the graphic designer professional's business world. This experience is designed to expand on the learning experience and to integrate and reinforce skills and concepts learned in the classroom. The internship provides a practical experience in a structured employment environment. Students may repeat this course involving a different internship experience for a maximum of 12 semester hours. Open to graphic design majors only. Permission of the instructor required.

Grading Type: Credit/No Credit

GRD-4990 Digital Portfolio Capstone (4 semester hours)

This capstone course is required of all Graphic Design and Professional Writing majors in their senior year. Students will complete individual term projects that will demonstrate their ability to integrate theoretical and practical aspects of their chosen major. The seminar will center on project development and the development of an electronic portfolio. Open to graphic design or professional writing majors only.

Prerequisite(s): Senior standing.