

# Graphic Design

**Total Credits: 68** (*Studio Credits: 44, Academic Credits: 24*)

Drawing I	3	<b>SEMESTER I</b>	
2D Design I	3		
3D Design I	3		
Foundation Seminar	3		Studio Credits: 12

Art History I	3		
Writing and Literature I	3		Academic Credits: 6

Semester I Credits: 18

Drawing II	3	<b>SEMESTER II</b>	
2D Design II	3		
3D Design II	3		
4D Design	3		Studio Credits: 12

Art History II	3		
Writing and Literature II	3		Academic Credits: 6

Semester II Credits: 18

Graphic Design I	2	<b>SEMESTER III</b>	
Typography I	2		
Illustration I	2		
Design Procedures I	2		
Visual Communication I	2		Studio Credits: 10

Art History III	3		
Writing and Literature III	3		Academic Credits: 6

Semester III Credits: 16

Graphic Design II	2	<b>SEMESTER IV</b>	
Typography II	2		
Introduction to Photography	2		
Design Procedures II	2		
Visual Communication II	2		Studio Credits: 10

Digital Dialogs	3		
Academic Studies Elective	3		Academic Credits: 6

Semester IV Credits: 16

## A Creative Partnership of Pratt and Corcoran

Delaware College of Art & Design | 600 N. Market Street, Wilmington, DE 19801  
ph. 302-622-8000 | fax 302-622-8870 | info@dcad.edu

## SEMESTER 1

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**Semester Credits: 18** (*Studio Credits: 12, Academic Credits: 6*)

### Drawing I

*FA151, 3 credits*

This course is an introduction to the languages of drawing. Moving from the simple description of an object to problems that use line, shape, value, proportion, and composition to build visual structures, the course ultimately leads to the organization of the entire drawing surface as a spatial metaphor. Emphasis is placed on the analogous relationship between the perception of nature and the drawing process. Both the analytical and inventive aspects of drawing are investigated through a variety of media and motifs. As in all the foundation courses, frequent group critiques, individual conferences and evaluations will provide feedback to facilitate individual growth. Approximately half of the class time will be spent investigating the human figure as a subject for observation and invention.

### Two-Dimensional Design I

*FN131, 3 credits*

After introducing the basic elements of two-dimensional design : line, shape, proportion, value, space, composition and color structure, the course examines the relationship between perception, thought and two-dimensional form- making through the investigation of both nature and art. Examples of excellent design from a wide variety of sources are used to broaden knowledge of the historical framework and promote creative thinking. The goal of the course is a fundamental vocabulary and grammar of design which can be applied to all fields of the visual arts, and which the student can use to evoke sensory and emotional, as well as intellectual and aesthetic responses.

### Three-Dimensional Design I

*FN141, 3 credits*

This course investigates the relationship between material, manipulation and idea as found in the worlds of both nature and artifacts. An understanding of the expressive possibilities of line, plane and mass in a three-dimensional space is arrived at through the investigation of materials, techniques and tools in the creation of three-dimensional forms. The course addresses practical matters of craftsmanship in conjunction with the overall aesthetic considerations of the work. Excellence in both concept and execution is encouraged in each assignment. Creative solutions are encouraged through rigorous and innovative problems.

### Foundation Seminar

*FN121, 3 Credits*

This innovative course consists of an introduction to each of the five majors offered at the Delaware College of Art and Design: Animation, Fine Art, Graphic Design, Illustration and Photography. Each unit is an introduction to the responsibilities and creative possibilities of each area of study. Students are not only given the opportunity to experience each of the areas of concentration, but the opportunity to interact with the head of each department, their primary mentor in their second year as well. Class projects emphasize the broad applications of critical abilities and creative solutions across the major fields of study. A common theme reinforces the interconnectedness of all visual disciplines. After completion of the course, students are able to make a more informed choice in the selection of their major.

## Art History I

*AH111, 3 credits*

Students are introduced to the methodologies of art history. The study of Pre-Historic, ancient Near Eastern and Egyptian, Classical, Byzantine, Islamic, early Indian and Chinese art offers students an opportunity to examine representations of the human figure, the natural world, and the divine. Through the visual analysis of two-dimensional works, sculpture, and architecture, students are encouraged to develop their critical thinking skills as well as their descriptive and analytical writing skills.

## Writing and Literature I

*AS111, 3 credits*

Students develop their analytical and writing skills through composition assignments emphasizing clarity and structure in response to readings that explore the human condition and concepts of the divine from antiquity through the first millennium C.E. These include multicultural mythological and religious writings, Classical literature, and Asian poetry, drama, and philosophy.

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## SEMESTER 2

**Semester Credits: 18** (*Studio Credits: 12, Academic Credits: 6*)

## Drawing II

*FA152, 3 credits*

This course is an introduction to the languages of drawing. Moving from the simple description of an object to problems that use line, shape, value, proportion, and composition to build visual structures, the course ultimately leads to the organization of the entire drawing surface as a spatial metaphor. Emphasis is placed on the analogous relationship between the perception of nature and the drawing process. Both the analytical and inventive aspects of drawing are investigated through a variety of media and motifs. As in all the foundation courses, frequent group critiques, individual conferences and evaluations will provide feedback to facilitate individual growth. Approximately half of the class time will be spent investigating the human figure as a subject for observation and invention.

## Two-Dimensional Design II

*FN132, 3 credits*

After introducing the basic elements of two-dimensional design : line, shape, proportion, value, space, composition and color structure, the course examines the relationship between perception, thought and two-dimensional form- making through the investigation of both nature and art. Examples of excellent design from a wide variety of sources are used to broaden knowledge of the historical framework and promote creative thinking. The goal of the course is a fundamental vocabulary and grammar of design which can be applied to all fields of the visual arts, and which the student can use to evoke sensory and emotional, as well as intellectual and aesthetic responses.

## Three-Dimensional Design II

*FN142, 3 credits*

This course investigates the relationship between material, manipulation and idea as found in the worlds of both nature and artifacts. An understanding of the expressive possibilities of line, plane and mass in a three-dimensional space is arrived at through the investigation of materials, techniques and tools in the creation of three-dimensional forms. The course addresses practical matters of craftsmanship in conjunction with the overall aesthetic considerations of the work. Excellence in both concept and execution is encouraged in each assignment. Creative solutions are encouraged through rigorous and innovative problems.

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## Four-Dimensional Design

*FN152, 3 credits*

Through the use of traditional and time based media, students are introduced to basic concepts of art and design in space and time. Assignments direct students in creating works that utilize attributes of time and movement, elements of moving image, serial, sequential, and narrative ordering, still and moving image editing, sound and image relations, and object and even analysis. In focusing on the relations between students' spacing and timing skills, this course extends and supplements the other Foundation courses, and prepares students for further work with computers, video, photo, sound and animation.

## Art History II

*AH112, 3 credits*

Students begin this course with the consideration of pre-modern Japanese, ancient African, and Pre-Columbian art before turning to Europe to study the art of the Early Middle Ages through the Baroque and Rococo. Writing assignments emphasize increasing sophistication in comparison and contrast and formal analysis, while critical review is introduced.

## Writing and Literature II

*AS112, 3 credits*

Students refine their critical thinking and writing skills through compositions emphasizing form and technique in response to readings that explore social and political relationships across cultures. These include selections from the literature of ancient Japan and Africa as well as Medieval and Renaissance Europe.

## SEMESTER 3

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**Semester Credits: 16** (*Studio Credits: 10, Academic Credits: 6*)

## Visual Communication I

*GD201, 2 credits*

This course introduces students to visual communications by asking them to first examine their own understanding of the visual language that we share as a society and then to articulate simple visual statements within that context. Students begin by making simple examinations of signs and symbols using traditional hand skills and then move on to more sophisticated projects using current technologies. Students are shown the necessity of, and procedures for, questioning and evaluating their own design decisions as well as appreciating the significance of those decisions in a broader context. They learn to look beyond the artifacts created for assignments to their inherent meanings, interpretations and significance.

## Design Procedures I

*GD211, 2 credits per semester*

This course offers a practical experience needed by students in the hands on day to day skills required by professional designers specifically addressing the needs of print design. Students are instructed in the use of the Apple computer, Adobe Illustrator, Adobe Photoshop and Adobe Indesign.

## Illustration I

*IL102, 2 credits*

This course will offer an introduction to illustration, covering many styles and current trends. It will concentrate on the applied basics of line-art, color, presentation and procedures, and how they relate to both illustration and graphic design. Drawing skills will be stressed as a means to unite concept and communication in both sketches and finished art.

## Typography I

*GD221, 2 credits*

This introductory course focuses on letterforms and nomenclature as well as the rudiments and the pragmatics surrounding typography; it also addresses the simple typographic relationships. Students begin with an examination of letterforms in terms of history and context through a series of exercises designed to give a tactical understanding of letterforms as graphical elements, students experience letterforms as integral parts of a greater system of communication. Students then explore the subtleties and intricacies of working with text thereby gaining a body of knowledge about typographic relationships, composition and the structuring of information.

## Graphic Design I

*GD203, 2 credits*

This course teaches students the basic elements of design and introduces them to practical design problems where they can learn the processes of designing and being a designer. Emphasis is placed on developing a high level of craftsmanship using both traditional hand skills and the computer, while developing the professional work ethic required in the graphic design field. The course builds on topics introduced in the foundation classes and then hones general concepts to those specific and integral to graphic design. Working on more pragmatic design problems, student will then begin to examine and create complex hierarchical relationships, such as structuring information and imagery on the page.

## Art History III

*AH211, 3 credits*

Students return to the study of the art of Asia (India, China, and Japan) and Africa and consider the art of the Americas after 1300 and that of Pacific cultures before undertaking the study of Modern (post-1780) European and American Art. Students' analytical skills are further developed through independent investigation culminating in a research paper undertaken in conjunction with Writing and Literature III.

## Writing and Literature III

*AS211, 3 credits*

Students focus on developing the skills needed to prepare and write a research paper in conjunction with Art History III. They continue to cultivate an appreciation of the connections between the literary and visual arts through readings from Asia, Africa, the Americas and Europe through the twentieth century.

## SEMESTER 4

**Semester Credits: 16** (*Studio Credits: 10, Academic Credits: 6*)

### Visual Communication II

*GD202, 2 credits*

This course builds on the topics covered in Visual Communications I and requires students to use all of the skills that they have gained in their other classes to produce portfolio-quality pieces. These pieces should demonstrate the unique vision and high level of sophistication that students develop at DCAD. Students are given projects where they will be called upon to define subject matter, create original text and images as content and produce cohesive visual statements.

### Design Procedures II

*GD212, 2 credits per semester*

Students continue to build their skills with the primary design applications and are introduced to more complex design applications where they begin to work on web based projects. Though the design procedures classes focus on the pragmatic skills required of designer's aesthetics, composition and sound reason are always of paramount concern and are addressed in the studio.

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## **Typography II**

*GD222, 2 credits*

This course introduces students to working with complex information systems and rich typographical relationships. Projects examine the form and structure of a variety of communication vehicles while considering the relationship of text and image on the page. Students are asked to explore their unique artistic visions within these projects while maintaining the integrity of the communication.

## **Graphic Design II**

*GD204, 2 credits*

The course concentrates on the design and ordering of complex print pieces such as book covers, magazine spreads, brochures and media campaigns. Students learn to create pieces that are at once articulate, engaging and memorable.

## **Introduction to Photography**

*PH216, 2 credits*

This course is designed to introduce the fundamentals of black and white photography to non photo majors. Assignments emphasize basic skills in use of the 35mm camera, black and white film development, printing, enlarging and basic dark room skills while refining camera vision and technique. Slide lectures on historical and contemporary photographers demonstrate ideas, techniques and introduce students to new photographic images. Group and individual techniques focus on the creative application of concepts presented in class.

## **Digital Dialogs**

*AS222, 3 credits*

This course provides students a wide range of real examples of work—in both illustration and graphic design—done in a variety of contexts. Students investigate the ways in which communication practitioners relate to the current professional marketplace. Students keep an in-class journal of by-hand, observational sketches that document, with notes, examples cited and create their own final presentation books. **PRE-REQUISITE:** Successful completion of Art History III

## **Academic Studies Elective**

The course offerings to fulfill the Academic Studies Elective change each semester. Previous courses have covered topics from biology to the relationship of art and geometry, to the sensational '70s.