

# Department of Design

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## Introduction

The Department of Design prepares animators, illustrators, experience designers, graphic designers, marketing creatives, motion designers, photographers, product designers, UX/UI developers, and other multidisciplinary communicators to thrive as innovative practitioners and socially-engaged leaders in an ever-changing professional field. The mission of the Department of Design is to engage its students in the practice of design thinking and visualization to create beautiful, innovative, and responsible solutions (products, spaces, systems, messages, and services) that respond to human needs and enhance the quality of everyday life.

The Department of Design encompasses a rich tradition and a long history of educating students to engage in current paradigms toward defining the future of design practice. Exceptional faculty and state-of-the-art facilities provide an environment that cultivates and optimal educational experience in each area of undergraduate and graduate study through innovative and comprehensive curricula and experiences. Students gain insights from lectures and workshops with world-renowned designers, collaborations with industry partners, and opportunities to participate in short-term study abroad programs and semester-long internships in the US and abroad.

The Design Department offers BFA in Design with programs in Animation, Illustration (<https://arcd.ku.edu/illustration-and-animation/>), Industrial Design (<https://arcd.ku.edu/industrial-design/>), Interaction Design, (<https://arcd.ku.edu/interaction-design/>) and Visual Communication Design (<https://arcd.ku.edu/visual-communication-design/>) (Graphic Design). The Bachelor of Fine Arts in Design is a four-year, 120-credit-hour degree program. All design students spend the first semester in foundation courses and in the second semester begin taking courses in their chosen major.

The Department also offers Minors in Design (<https://arcd.ku.edu/minor-design/>), Design Entrepreneurship (<https://arcd.ku.edu/minor-design-entrepreneurship/>), and a Certificate in Book Arts (<https://arcd.ku.edu/certificate-book-arts/>).

Graduate programs in Design include M.A. in Interaction and User Experience Design (<https://arcd.ku.edu/ma-design-interaction-and-user-experience-design/>), and M.A. in Management and Strategy (<https://arcd.ku.edu/ma-design-design-management-strategy-curriculum/>). The Master of Arts in Design is 31 credit hours of coursework, a thesis that documents independent discovery and research, and an oral examination.

Design students have access to studio spaces, computer labs, a letterpress lab, a Riso lab, a robust photography area, a softgoods fabrication lab, and digital fabrication labs with 3D printers, CNC, and large format laser cutters. Students gain insights from lectures and workshops with world-renowned designers, collaborations with industry partners, and opportunities to participate in short-term study abroad programs and semester-long internships in the US and abroad.

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The University of Kansas is an accredited institutional member of the National Association of Schools of Art and Design (<https://nasad.arts-accredit.org/>) (NASAD) since 1968.

The Department of Design prepares animators, illustrators, experience designers, graphic designers, marketing creatives, motion designers, photographers, product designers, UX/UI developers, and other multidisciplinary communicators to thrive as innovative practitioners and socially engaged leaders in an ever-changing professional field.

The Bachelor of Fine Arts in Design is a four-year, 120 credit hour degree program. All design students spend the first semester in foundation courses and the second semester begin taking courses in their chosen major. The department offers the following undergraduate degree programs:

### BFA in Design with programs in...

Animation

Illustration (<https://arcd.ku.edu/illustration-and-animation/>)

Industrial Design (<https://arcd.ku.edu/industrial-design/>)

Interaction Design (<https://arcd.ku.edu/interaction-design/>)

Visual Communication Design (Graphic Design) (<https://arcd.ku.edu/visual-communication-design/>)

### Minors in...

Design (<https://arcd.ku.edu/minor-design/>)

Design Entrepreneurship (<https://arcd.ku.edu/minor-design-entrepreneurship/>)

### Certificate in...

Book Arts (<https://arcd.ku.edu/certificate-book-arts/>).

Design students have access to studio spaces, computer labs, a letterpress lab, a Riso lab, a robust photography area, and digital fabrication labs. Students gain insights from lectures and workshops with world-renowned designers, collaborations with industry partners, and opportunities to participate in short-term study abroad programs and semester-long internships in the US and abroad.

## Graduate Programs

The department offers the following graduate degree programs:

- Master of Arts (M.A.) in Design with a concentration in Design Management & Strategy
- Master of Arts (M.A.) in Design with a concentration in Interaction & User Experience Design

Please visit the Graduate Studies (<http://www.graduate.ku.edu>) website for more information.

## Design Departmental Policies

### 1. Transfer Credit

CredTran (<http://creditransfer.ku.edu/>) is a transfer course equivalency system that lists more than 2,200 colleges and universities from which KU has accepted transfer courses in the past. If your school or course is not listed, your evaluation will be completed when you are admitted to KU.

Only grades of "C-" or higher are accepted in transfer credit toward a degree.

Grades for studio related course work must be "B" or higher for transfer credit. Applicants with a lapse of four or more year since their last full-time enrollment may not expect studio credits to be accepted for transfer.

## 2. Design Studio Grading Policy

Work evaluated as “satisfactory” is graded C. Work evaluated as “more than satisfactory” is graded B. Work evaluated as “exceptional” is graded A. Work evaluated as “less than satisfactory” is graded D. Work evaluated as “failing” is graded F.

All major studios in design are sequential. A student must successfully complete studio courses with a grade of “C” or better before advancing into the next studio the following semester.

If a student receives a grade of “C-” or below in any design studio, the student is placed on academic probation by the school, regardless of overall grade-point average. To be removed from this status, the student must re-take the studio course and earn the minimum required grade of “C” or better to proceed to the next studio in the sequence.

## 3. Academic Misconduct

If the instructor of any course offered by the Department of Design believes that one of their students is guilty of academic misconduct in their course as defined in USRR 2.6.1 (<http://policy.ku.edu/governance/USRR/#art2sect6>), the student may be subject to the Academic Misconduct process as outlined in University Policy (<https://policy.ku.edu/governance/USRR/#art2sect6>).

## Undergraduate Student Policies

(Bachelor of Fine Arts in Design)

### 1. Second Year Review

After the second year, a faculty-led comprehensive review will be conducted to promote academic success. Students who perform unsatisfactorily and/or do not maintain an overall GPA of 2.5 and an average GPA of 3.0 in studio courses will be required to change their concentrations or leave the Design BFA program.

### 2. Minimum GPA Required to Graduate

Students must meet or exceed a minimum 2.0 KU Cumulative Grade Point Average (GPA) (just KU grades) and a 2.0 KU + Transfer GPA (KU and transfer grades) in order to graduate with a Bachelor of Fine Arts in Design from the Department of Design. Applications for graduation will be denied if the student is not in good academic standing as defined by this policy.

### 3. Academic Probation

A student is placed on academic probation after completing a semester at KU without a 2.0 GPA, or upon notification by the Department of Design that a student is no longer in good academic standing. For admissions purposes, students with strong portfolios may be admitted on a probationary basis if their grades or ACT scores are not strong enough.

Probation is not merely a disciplinary action-- it is meant to be a warning that something needs to change for a student to achieve their degree. We work closely with students on probation to help them identify what obstacles prohibited them from achieving their best and make strategies with them for how to improve.

### 4. Continued on Academic Probation

A student may be continued on academic probation if their semester GPA is above 2.00, but the cumulative GPA is less than 2.00.

## 5. Dismissal

Failure to raise the GPA above 2.0 in a semester while on probation may be grounds for dismissal. Students may also be dismissed by the Department of Design chair at any time for excessive absences or for failing to make progress toward the degree.

## 6. Good Standing

Students with KU semester and cumulative GPA's of 2.0 or above are in good academic standing.

## Graduate Student Policies

(Master of Arts in Design)

### 1. Minimum GPA Required to Graduate

Graduate students must maintain an expected level of performance throughout their program. Students must be in good academic standing to graduate. Applications for graduation will be denied if the student is not in good academic standing as defined by this policy. Students must meet or exceed a minimum 3.0 KU Cumulative Graduation GPA in order to graduate with a Master of Arts in Design.

### 2. Academic Probation

A student may be placed on academic probation after completing a semester at KU without a 3.0 GPA, or upon notification by the Department of Design that a student is no longer in good academic standing. Graduate students may be placed on academic probation for failure to maintain the expected level of performance and rate of progress in a degree program.

Probation is not merely a disciplinary action-- it is meant to be a warning that something needs to change for a student to achieve their degree. We work closely with students on probation to help them identify what obstacles prohibited them from achieving their best and make strategies with them for how to improve.

### 3. Dismissal

Failure to raise the GPA above 3.0 in a semester while on probation may be grounds for dismissal. Students may also be dismissed by the Department of Design chair at any time for excessive absences or for failing to make progress toward the degree.

Students who have been dismissed from a graduate program may be readmitted for further graduate study at KU only by petition of the school that will accept the student.

The Vice Provost of Graduate Studies must review the petition to determine final action.

### 4. Good Standing

Students with KU semester and cumulative GPA's of 3.0 or above are in good academic standing.

## Courses

### ADS 300. Foundations in Interaction Design. 3 Credits.

This course examines the fundamental principles and materials underlying the interactions between people, artifacts, and systems. Students will be introduced to a variety of new tools and techniques that will facilitate the prototyping of interactions/user interfaces/experiences of mobile devices, desktop devices, cars, games, consoles, kiosks, and/or apps. Projects,

lectures and tutorials will provide a working knowledge of fundamental principles, processes and current tools. Prerequisite: Admission to a major and/or minor offered by the Department of Design or instructor permission.

**ADS 320. KU Design Professional Lecture Series. 1 Credits.**

The lecture series invites accomplished, national and international, designers and artists to KU and engage with students. By participating in these lectures, students will have the opportunity to grasp the current state of the industry, dive deep into the intricacies of creative processes, acquire valuable insights into effective collaboration with clients, and glean essential lessons from seasoned professionals. Students enrolled in this course must attend all the lectures in the semester in order to earn a passing grade in the course. Can be repeated for credit. Open to all KU students. Graded on a satisfactory/unsatisfactory basis.

**ADS 325. Design Thinking. 3 Credits.**

Introduction to the principles of design thinking, design processes, design strategies and methods, including techniques and tools for the development of human-technology interfaces. Abstract through concrete representation methods and techniques will be applied to interaction design projects/problems. Information collection and analysis methods, scenario and prototyping methods, evaluation methods (empirical), creativity methods, and task-oriented methods (non-empirical) will also be considered. Prerequisite: Admission to a major and/or minor offered by the Department of Design or instructor permission.

**ADS 340. History of Design. 3 Credits.**

Survey of majority American design history from 1800 to the present with emphasis on graphics, architecture, industrial and interior design movements. This course will critically examine the design profession through multiple lenses: mass production, race, gender, technology, key figures, and environment (including accessibility, nature, and socio-political climate). Required course for major and/or minor offered by the Department of Design. Open to all majors. HA 151 is preferred for students interested in Illustration or Animation. Prerequisite: HA 100 or HA 150 or HA 151.

**ADS 345. History of Design II. 3 Credits.**

Explore the evolution of contemporary design through diverse historical, methodological, and theoretical lenses in this comprehensive course. Though in-depth case studies delve into various realms, including industrial design, graphic design, and architecture. Analyze objects as reflections of broader cultural, economic, and political influences that have shaped modern design history. Gain an in-depth understanding of individual works to unravel how they embody the social, material, and economic challenges faced by designers. By completing the Design History sequence, students will adeptly identify and discuss key figures, events, and trends in modern design, skillfully analyze objects and primary sources for historical significance and contemporary relevance and master the art of crafting clear and concise arguments for written, spoken, and visually communicated forms of expression. Prerequisite: ADS 340 or with permission of the instructor.

**ADS 346. History of Animation. 3 Credits.**

This lecture course covers the history and development of animation as an art form from the earliest experimental animated films to modern animated works, noting important works across cultures. Students will develop visual literacy through an exploration of animation's origins in art, film, video, and digital media, its various innovators and methods, major important works, and its relationship to the technology of filmmaking and presentation. Readings and discussions are combined with screening and analysis of animated films. Required for Animation students. Upon completion of this course, students will adeptly recognize and articulate key figures, pivotal events, and significant trends in Animation. They will

acquire the skills to construct articulate, clear, and concise arguments, proficiently expressing their thoughts through written, spoken, and visually communicated forms of expression. Prerequisite: Admission to a major and/or minor offered by the Department of Design or instructor permission.

**ADS 347. History of Industrial Design. 3 Credits.**

In this lecture course, participants cultivate a forward-thinking and critical comprehension of the history of product and industrial design, exploring various perspectives such as socio-technological innovation, economics, business dynamics, ethics, gender, scale of production, efficiency, labor, human-centered design, systems thinking, ecological impact, engineering, science, and cultural expression. Through curated readings and engaging lectures, students are exposed to diverse viewpoints, fostering an environment that encourages them to question historical assumptions and develop a nuanced understanding of the multidimensional aspects shaping the evolution of design. Prerequisite: Admission to a major and/or minor offered by the Department of Design or instructor permission.

**ADS 348. History of Illustration. 3 Credits.**

Lecture course. The history of illustration and illustrators from the mid-19th century to the present. Discussions on social, political, and technical events and their effects on the styles, techniques, and trends in the profession of illustration. Upon completion of this course, students will adeptly recognize and articulate key figures, pivotal events, and significant trends in Illustration. They will acquire the skills to construct articulate, clear, and concise arguments, proficiently expressing their thoughts through written, spoken, and visually communicated forms of expression. Prerequisite: Admission to a major and/or minor offered by the Department of Design or instructor permission.

**ADS 401. Design Ethics. 3 Credits. AE51**

Since the time of Socrates, philosophers have struggled with understanding everyday moral dilemmas, in this course, we will look at how cultures throughout history have framed everyday moral choices and how those choices apply to working as a designer/artist/architect in our contemporary world. Through presentations, guest lectures, small group discussions, and role-playing experiences, we will question and analyze ethical and moral problems faced by today's shapers of culture. Prerequisite: Admission to a major and/or minor offered by the Department of Design or instructor permission.

**ADS 402. Visual Culture. 3 Credits.**

Visual Culture immerses students in the interplay of art, design, and communication. This interdisciplinary journey imparts indispensable skills to navigate the constantly evolving realm of visual expression, placing particular emphasis on movies, photography, and the influential sphere of popular culture. By course completion, students emerge equipped to meaningfully contribute to discussions on the profound impact of visual culture in contemporary society. Whether analyzing the silver screen or navigating the digital landscape, students develop analytical skills, enabling thoughtful engagement with the evolving language of visual communication. Prerequisite: Admission to a major and/or minor offered by the Department of Design or instructor permission.

**ADS 450. Navigating the Creative and Legal Landscape. 3 Credits.**

This course is crafted to guide design students through the intricate interplay of design and business. It offers a blend of learning experiences, featuring lectures, guest presentations by legal and industry experts, collaborative group discussions, and immersive hands-on exercises. Topics include copyright, trademarks, pricing strategies, contracts and negotiation, licensing, patents, legal rights, and the establishment of Limited Liability Companies (LLCs). Through practical application, students will actively engage in crafting sample design contracts,

negotiating licensing agreements, and navigating the intricacies of LLC formation projects. These scenarios will empower students to seamlessly apply their knowledge in professional contexts, preparing them for the challenges and opportunities that lie ahead in their design careers. Prerequisite: Admission to a major and/or minor offered by the Department of Design or instructor permission.

**ADS 455. Senior Show Seminar. 1 Credits.**

Design students will work together in the organization and promotion of the Department of Design Senior Show. This event serves as a significant platform for senior design students to showcase their best work to peers, faculty, family, potential employers, and the broader design community. Required to participate in the senior show for credit. Graded on a satisfactory/unsatisfactory basis. Prerequisite: Junior standing in the Department of Design.

**ADS 531. Internship Credit. 1-6 Credits.**

Students develop professional skills and problems solving through applied work with an employer in a Design field. Supervision by a professional designer, and prior approval by the relevant Area Coordinator is mandatory. May be repeated twice for credit. Graded on a satisfactory/unsatisfactory basis. Prerequisite: Requires instructor consent.

**ADS 532. Study Abroad: \_\_\_\_\_. 3 Credits.**

Students will participate in a Design focused study abroad program. The student will be required to attend group meetings prior to the trip along with development of research topics of interest. Simple documentation would be required - sketchbook/journal responding to day-to-day itinerary and other events, following the trip and presented for a grade. Prerequisite: Junior level or higher standing in Design or with permission of the instructor. Corequisite: ADS 533.

**ADS 533. Study Abroad Documentation. 3 Credits.**

Consists of research work prior to the trip as well as follow-up and required studio work due after return. A portfolio of work will be required for a grade. Course will also fulfill Design-specific requirements or studio credits for other majors. Areas may designate specific Design courses as substitutions for this course. Prerequisite: Junior level or higher standing in Design or with permission of the instructor. Corequisite: ADS 532.

**ADS 560. Topics in Design: \_\_\_\_\_. 4 Credits.**

A study of different topics in different semesters in a special area of interest to a staff member and suitable qualified students. May be repeated for credit. Prerequisite: Third-Year standing in department or permission of instructor.

**ADS 580. Special Problems in Design. 1-6 Credits.**

A study of current problems in design or crafts with an emphasis on research. Special problems proposals must be discussed with and approved by the instructor and advisor prior to enrollment in the course. A student may not take more than six credit hours of special problems in any one semester. Prerequisite: Junior standing in department.

**ADS 601. Design Ethics. 3 Credits.**

Since the time of Socrates, philosophers have struggled with understanding everyday moral dilemmas. In this course, we will look at how cultures throughout history have framed everyday moral choices and how those choices apply to working as a designer/artist/architect in our contemporary world. Through presentations, guest lectures, small group discussions, and role-playing experiences, we will question and analyze ethical and moral problems faced by today's shapers of culture. This course is named after industrial designer Victor Papanek, who served as a Distinguished Professor of Architecture & Design at KU from 1981 until his death in 1998. His 1971 book "Design for the Real World" is credited as being one of the first publications which challenged designers

to understand their social and ecological responsibilities. Open to all graduate students. Prerequisite: Graduate student status.

**ADS 710. Advanced Human Factors in Interaction Design. 3 Credits.**

The study of human factors principles and guidelines are fundamental to interaction design. In this course, these principles will be illustrated and applied to real-world design projects/problems. Human physical and cognitive capabilities, computer-human interface and systems properties, interaction design methods, and the physical and socio-cultural environment will be considered. Fundamental issues in human-centered systems, basic research methods, including statistics and literature searches, will be included. Prerequisite: Admission to the MA in Design, Design Management or Interaction Design or instructor permission.

**ADS 712. Advanced Design Methods. 3 Credits.**

This course will cover the principles of design thinking, design processes, design strategies and methods, including techniques and tools for the development of human-technology interfaces. Abstract through concrete representation methods and techniques will be applied to interaction design projects/problems. Information collection and analysis methods, scenario and prototyping methods, evaluation methods (empirical), creativity methods, and task-oriented method (non-empirical) will also be considered. Methods common to design-related disciplines in the social sciences, business, architecture, communication studies and engineering are integrated. Prerequisite: Admission to the MA in Design, Design Management or Interaction Design or instructor permission.

**ADS 714. Service and User Experience Design. 3 Credits.**

Business products, services and environments are often intermingled in ways that require more holistic ways of thinking and development. A challenge of service innovation is to design with an understanding of the many dimensions of human experience and satisfaction. This course elaborates how, where, when, and why design can enhance the value of business services. Theory, methods, and practice aspects of services design are presented. Prerequisite: Admission to the MA in Design, Design Management or Interaction Design or instructor permission.

**ADS 740. Special Problems in Design. 1-6 Credits.**

An in-depth study of current problems in design or crafts with an emphasis on research. Special problems proposals must be discussed with and approved by the instructor and graduate advisor prior to enrollment in the course.

**ADS 750. Design Management. 3 Credits.**

Design Management has been described as "applied innovation" or the methodical capturing of talent and resources available inside and outside an organization to create valuable new offerings, brands, and business models. This course explores the design functions in business as a means to solve difficult challenges and develop new market-facing opportunities. Subjects include brand value creation, differentiation, coordination, and transformation. Numerous cases will be discussed. Prerequisite: Admission to the MA in Design, Design Management or Interaction Design or instructor permission.

**ADS 751. Design Scenarios and Simulations. 3 Credits.**

Most organizations are imaginatively challenged and experience difficulty innovating and marketing new concept offerings. Conventional methods spotting and validating new opportunities often lack the persuasive power necessary for change to occur. Scenario-based design and simulation offers ways to vividly representing a future that is different from the past. This course presents theory, methods and practice aspects of design scenario construction and simulation. Prerequisite: Admission to the MA in Design, Design Management or Interaction Design or instructor permission.

**ADS 760. Strategic Design Innovation. 3 Credits.**

As companies struggle with the demands of increasing consumer, intense competition and downward price pressures, there is a corresponding increase in the demand for more innovative business models and higher-value offerings. These forces have significantly broadened the strategic scope of design. Advanced, multi-disciplinary design teams are being engaged early to help guide new business and product development efforts. Why, where, when, and how this is done in order to deliver on the promise of innovation is the subject of this course. Prerequisite: ADS 750 or instructor permission.

**ADS 765. Interaction Design. 3 Credits.**

Interaction Design is about creating products, services or environments that offer significant experiential value to people and economic value to organizations. This course engages the comprehensive subject of design for human experience. Building on the gamut of human factors and design methods knowledge, this offers hands-on experience in the research, analysis, modeling and simulation of original and experientially compelling design solutions. ADS 710 must be taken prior to or concurrently with this course. Prerequisite: Corequisite: ADS 710 or instructor permission.

**ADS 861. Thesis Research Seminar. 1 Credits.**

Approaches to producing original design research. Methods, resources, topics and projects are discussed and evaluated. May be repeated for up to six credit hours in subsequent semesters. Prerequisite: Admission to the MA in Design, Design Management or Interaction Design or instructor permission.

**ADS 890. Thesis. 1-8 Credits.**

This course involves substantive individual research and thesis development, as well as regular discussions between student and instructor/advisor. Your ADS 890 instructor serves as your thesis advisor, and chairs your thesis committee. A thesis topic and research focus is expected very early in the term, followed by a formal thesis proposal containing clear objectives, schedule and deliverables. When green lighted, the proposed thesis is then executed by the student who prepares and presents the work to their thesis committee for evaluation. Prerequisite: Successful completion of ADS 861 and either ADS 750 or ADS 765.

## Courses

**ANIM 121. Drawing for Animation. 4 Credits.**

In this studio students gain a fundamental understanding of drawing human and animal forms using techniques and emphasizing features relevant to animation and illustration. Topics of focus include gesture, stylization, expression, and narrative content. Graded on a satisfactory/unsatisfactory basis. Prerequisite: Admission to a major and/or minor offered by the Department of Design or instructor permission. Corequisite: ILLU 200, ANIM 200.

**ANIM 200. Introduction to Animation. 4 Credits.**

Studio. This is an introductory course on the foundational principles of 2D animation. Students will begin with traditional paper and pencil techniques to explore the basic principles of motion and how still images run in sequence to produce an illusion of life. Topics covered include squash and stretch, timing and spacing, planning motion, keyframing, breakdowns, and in-betweens. Students will also be introduced to the techniques of 2D animation through traditional media and software/hardware tools. Prerequisite: BDS 101 and BDS 103 with semester grades of "C+" or higher or instructor permission. Corequisite: ILLU 200, ANIM 121.

**ANIM 210. Visual Development for Animation. 4 Credits.**

This studio introduces students to the design and development of characters, props, and environments for animation. Through lectures,

assignments, and critiques, students will learn the principles of developing effective assets for an animated production, and how to format and present their work as part of a larger production team. Topics covered include a focus on appeal, shape language, color and color selection, style development, and supporting a narrative. Students will also take note of ethical concerns of design in animation and media. Prerequisite: ANIM 200 with semester grades of "C" or higher or instructor permission. Corequisite: ANIM 215.

**ANIM 215. Second-Year Studio I: Media In Motion. 4 Credits.**

In this studio course students will explore a variety of animation techniques using traditional and digital media to broaden their toolbox. Reference collecting, model making, and the creating of photographic reference material will be addressed. An emphasis will be placed on experimentation and exploration of each animation method. Prerequisite: ANIM 200 with semester grades of "C" or higher or instructor permission. Corequisite: ANIM 210.

**ANIM 221. Animation Drawing Colloquium. 1 Credits.**

Weekly open studio session. Students at multiple levels attend a weekly drawing session with live models, nude and costumed. Course may include occasional field trips to on-site drawing of human or animal subjects as availability and weather permit. Graded on a satisfactory/unsatisfactory basis. Prerequisite: BDS 101 and BDS 103 with semester grades of "C+" or higher or instructor permission.

**ANIM 310. Second-Year Studio II: Principles of Story. 4 Credits.**

This studio is designed to introduce students to the fundamentals of visual storytelling, and its expression in the form of the drawn storyboard. Students will explore how stories are structured, and how they are written and formatted for film. Topics include: story structure and character story arc, plot, theme, roles and character archetypes. Through lecture, discussion of examples from film, and demonstration, students develop economical drawing skills to express a narrative through a sequence of storyboard panels using the visual grammar of filmmaking. Prerequisite: ANIM 210 and ANIM 215 with semester grades of "C" or higher or instructor permission. Corequisite: ANIM 315, ANIM 321.

**ANIM 315. 3D Foundations for Animation. 4 Credits.**

Students learn to utilize industry standard 3D tools to convert their artwork into a digital 3D format. Through demonstrations, projects and critiques students will gain an understanding of the basic principles of 3D modeling, the design of 3D materials, texturing and texture design, and the lighting and rendering of 3D scenes. Students will also be introduced to the use of 3D tools in preparing assets for an animation or videogame pipeline including basic techniques of rigging 3D characters and objects and creating animation tests. Prerequisite: ANIM 210 and ANIM 215 with semester grades of "C" or higher or instructor permission. Corequisite: ANIM 310, ANIM 321.

**ANIM 321. Anatomy and Figure Construction. 3 Credits.**

This studio is designed to introduce students to the anatomical structure of human and animal forms, and to employ that knowledge in drawing the figure. Students study the skeleton and major muscle groups of the human form and study their relationships to pose and action. Human anatomy is compared to that of animal subjects. Using anatomical knowledge, students learn to construct and invent human, animal and anatomically plausible creature drawings. Prerequisite: ANIM 210, ANIM 215 with semester grades of "C" or higher or instructor permission. Corequisite: ANIM 310, ANIM 315.

**ANIM 410. Studio Pre-Production. 4 Credits.**

In this studio students prepare to produce a group-based animated short film in the following spring semester by exploring historical animated and traditional film structure and practices. Working as part of a pre-production team, students will develop and pitch the concept for an

animated short, and then spend the semester developing the visual style and assets needed to turn a story idea into an animated film. At the same time, through lectures and discussion, students will learn principles of production management, production planning, and the development of a production pipeline. Students will learn to manage workflow of a production to set deadlines and deal with limited resources. Prerequisite: ANIM 310, ANIM 315, ANIM 321 with semester grades of "C" or higher or instructor permission. Corequisite: ANIM 415.

**ANIM 415. Third-Year Studio I: Action Analysis. 4 Credits.**

In this studio students will continue to build upon their animation skills through the analysis of physical and character motion. Students will learn to express physical properties of motion through the tools of timing, spacing, takes, smears, and other animation techniques. Students will also learn to utilize reference footage to study the properties of object and character motion, and to translate and stylize that motion into an animated form. An emphasis is placed on communicating story and emotion in the expression of motion. Prerequisite: ANIM 310, ANIM 315, ANIM 321 with semester grades of "C" or higher or instructor permission. Corequisite: ANIM 410.

**ANIM 420. Studio Production. 4 Credits.**

Studio. Building on work from the previous semester, student work as teams to produce a final animated short film or similar project based on the pitch previously created. Students will learn about working with specialists in other disciplines as they connect with partners from other programs to add elements like sound, music, and voice acting, branding, graphics and promotional materials to their production. Continued discussion and development of an effective production pipeline and production management techniques. Prerequisite: ANIM 410. ANIM 415 with semester grades of "C" or higher or instructor permission. Corequisite: ANIM 435.

**ANIM 435. Third-Year Studio II: Dialogue and Acting. 4 Credits.**

This studio continues student's exploration of animation techniques by adding speech and dialogue. Students will learn the principles of matching animation to pre-recorded dialogue by using properly synchronized mouth shapes, poses, and body actions to support the speech. Character design and the design of facial expressions will be covered. Through lectures and exercises students learn to act through an animated speaking character. Prerequisite: ANIM 410. ANIM 415 with semester grades of "C" or higher or instructor permission. Corequisite: ANIM 420.

**ANIM 440. Fourth-Year Studio I: Pre-Production. 4 Credits.**

This capstone studio directs students through the creation, pitch, and pre-production development of an animated short or similar project to be completed in the following spring semester. Students will individually develop an idea based on their own interests, and work towards a pre-pitch at mid semester for feedback on their concept, and then a revised and expanded pitch and production plan at the end of the semester. Students will apply and demonstrate the knowledge they have built in style development and production design, story development, visual development and asset creation, and production management and planning. Prerequisite: ANIM 420. ANIM 435 with semester grades of "C" or higher or instructor permission. Corequisite: ANIM 445.

**ANIM 445. Promotion and Marketing for Animation. 3 Credits.**

Focus will be on preparation for entering the profession. Students will explore chosen professional markets through self-assessment and market research, leading to the creation of a professional marketing plan and direction for a senior portfolio. Beginning development of self-promotion and marketing materials will also be covered. Prerequisite: ANIM 420. ANIM 435 with semester grades of "C" or higher or instructor permission. Corequisite: ANIM 440.

**ANIM 448. Animation Studio Practicum. 1 Credits.**

The Animation Studio Practicum course provides students with the opportunity to gain first-hand knowledge of working as part of an animation production. Students will be assigned roles as part of a faculty lead ongoing animated film or similar project. Roles will be assigned based on production needs, student skills, and students' interests. May be repeated for credit. Prerequisite: ANIM 310. ANIM 315 with semester grades of "C" or higher or instructor permission.

**ANIM 450. Fourth-Year Studio II: Production and Post. 4 Credits.**

Continuing from their pitch completed in the previous semester, in this capstone course students will spend the semester enacting their planned animated short or similar animation project. Students will apply their knowledge of story development, animation, editing, and production pipelines. Opportunities for students to collaborate with specialists from other disciplines to add sound, graphics, voice acting, and other elements to their final film. Prerequisite: ANIM 440. ANIM 445 with semester grades of "C" or higher or instructor permission.

## Courses

**BDS 101. Design Thinking and Making. 4 Credits.**

This course is an introduction to creative problem-solving and the fundamentals of two-, three-, and four-dimensional design. Drawing, Photography, and 2D and 3D models are used in this course as a means of design thinking to visually represent problems and solutions. Prerequisite: Admission to a major offered by the Department of Design or instructor permission, and must be concurrently enrolled in BDS 103.

**BDS 103. Drawing for Design. 4 Credits.**

This course will focus on drawing as a tool of communication through freehand exercises that explore observation and perception, form and proportion, dimensional illusion and expressive characteristics using a variety of materials and media. Some identified sections of this course will also use two- and three-dimensional modeling software. Prerequisite: Admission to a major offered by the Department of Design or instructor permission, and must be concurrently enrolled in BDS 101.

## Courses

**ILLU 200. Introduction to Image Making. 4 Credits.**

This studio introduces the principles for communication through visual language. Exploration of theories in visual perception and visual communication, with focus on reading and developing visual images for intended meaning. Emphasis is placed on concept development, pose composition, principles of layout, color-theory, values, textures, abstraction, semiotics, drawing-systems and design-process to create successful illustrative visual solutions. Prerequisite: BDS 101 and BDS 103 with semester grades of "C+" or higher or instructor permission. Corequisite: ANIM 200.

**ILLU 205. Drawing Media for Illustration I. 4 Credits.**

This studio explores the of problems in drawing for various reproduction processes. Emphasis on perspective, head drawing, the clothed and nude figure, nature illustration, perspective, and environments. Various drawing media and materials are explored. Prerequisite: ILLU 200 and ANIM 200 or VISC 201 with semester grades of "C" or higher or instructor permission. Corequisite: ILLU 215.

**ILLU 215. Illustration Second-Year Studio I. 4 Credits.**

This studio course offers a concentrated study in the development of skills and techniques using media and materials employed in producing contemporary illustration. The focus remains on refining methods of research and idea generation, ensuring students acquire a comprehensive understanding of the tools and processes essential for creating contemporary illustrations. Prerequisite: ILLU 200 and

ANIM 200 or VISC 201 with semester grades of "C" or better or instructor permission. Corequisite: ILLU 205.

**ILLU 302. Digital Painting for Design. 4 Credits.**

Foundations in Digital Painting for Design will allow students to work through a series of rapid-paced skill-building exercises and assignments to gain knowledge and experience for use in delivering illustratively designed solutions using digital media. Get your ideas and images out of your head and sketchbook and into the world of pixels in this skill building course. The course is focused on exploration and growth in the use of blending, color, lighting values, texture, pose, storytelling and other foundational elements of digital painting. Pressure sensitive digital tablet/stylus and Adobe CC required.

**ILLU 310. Drawing Media for Illustration II. 4 Credits.**

In this studio students explore various drawing and painting media to continue developing their mastery of representational imagery for illustration. Reference collecting, model making, and the creating of photographic reference material will be addressed. Emphasis on mark making, value and color relationships, and placing the figure in an environment is also covered. Prerequisite: ILLU 205 and ILLU 215 with semester grades of "C" or better or instructor permission.

**ILLU 320. Concept Art for Illustration I. 4 Credits.**

This studio course provides an introductory exploration of theory and methods aimed at developing and enhancing the elements of an illustration, including characters, environments, and props. Topics will be explored through the lens of concept art, visual development, and other areas of entertainment design, with an emphasis on professional techniques and tools. Aspects of professional practice in these industries will also be covered. Prerequisite: ILLU 305 with semester grades of "C" or higher or instructor permission. Corequisite: ILLU 315.

**ILLU 325. Concept Art for Illustration II. 4 Credits.**

Studio course. Continuation in exploration of theory and methods for developing and improving the elements of an illustration: characters, environments, and props. Building on the skills learned in Concept Art for Illustration I, students will further explore techniques and tools through the lens of concept art, visual development, and other areas of entertainment design. Continued discussion of professional practice in these industries. Prerequisite: ILLU 320 with semester grades of "C" or higher or instructor permission. Corequisite: ILLU 335.

**ILLU 330. Third-Year Studio I. 4 Credits.**

The focus of this Illustration Concepts studio is to learn how to think and communicate visually. Conceptual methods and tools are introduced to improve the command of visual language and apply it to the problem-solving process for effective illustrations. Continued development of technical skills and visual literacy to gain insight into how to make images that communicate unique ideas clearly. Prerequisite: ILLU 310 with semester grades of "C" or higher or instructor permission. Corequisite: ILLU 320.

**ILLU 335. Third-Year Studio II. 4 Credits.**

Sequential and Narrative Illustration studio explores thematic illustration through the development of a series of images based on a topic, theme or story. A holistic method of developing illustrations is addressed, including aspects of continuity, consistency, storytelling, pacing, editing, and packaging. Prerequisite: ILLU 215 or ILLU 315 and ILLU 320 with semester grades of "C" or higher or instructor permission. Corequisite: ILLU 325.

**ILLU 410. Fundamentals of Animation. 4 Credits.**

Concentrated study in developing skills and techniques with digital media and materials employed in producing basic contemporary animation. Development of concept, script, storyboard, and use of audio, music

and sound effects are part of this animation experience. Prerequisite: Instructor permission.

**ILLU 455. Fourth-Year Studio I: Promotion and Marketing for Illustration. 4 Credits.**

Promotion and Marketing for Illustration studio focuses on preparation for entering the profession. Development and completion of a branding and marketing package based on industry research will supplement and support the senior portfolio. Contemporary business practices and legal issues will be addressed. Prerequisite: ILLU 325 and ILLU 335 with semester grades of "C" or higher or instructor permission.

**ILLU 465. Fourth-Year Studio II: Promotion and Marketing for Illustration II. 4 Credits.**

Promotion and Marketing for Illustration II students will focus on the planning and completion of a professional portfolio. The creation of a new body of work will be strategically tailored to target a chosen market, informed by industry research. Building upon the skills acquired in ILLU 440, this studio involves the continued development and completion of a comprehensive self-promotion and marketing package. Furthermore, students will delve into additional business practices and legal considerations pertinent to the field of illustration. Prerequisite: ILLU 510 or ILLU 445 with semester grades of "C" or higher or instructor permission.

**ILLU 510. Advanced Animation. 4 Credits.**

Continued development of concepts, scripts, storyboards, and use of audio, music and sound effects in the production of a 1-3 minute animated film. Prerequisite: Instructor permission.

**ILLU 535. Promotion and Marketing for Illustration I. 3 Credits. AE61 CAP**

Focus will be on preparation for entering the profession. Development and completion of a self-promotion and marketing package will supplement and support the senior portfolio. Contemporary business practices and legal issues will be addressed. Prerequisite: ILLU 435 and ILLU 445 with semester grades of "C" or higher.

## Courses

**INDD 101. Introduction to Industrial Design. 4 Credits.**

This studio introduces tools, techniques and processes used in the professional practice of Industrial Design. Learning is through a series of short, focused projects. Techniques in prototyping, drawing, digital fabrication, and presentation are demonstrated and developed. Prerequisite: BDS 101 and BDS 103 with semester grades of "C" or higher or instructor permission. Corequisite INDD 114.

**INDD 114. Drawing for Industrial Design I. 4 Credits.**

This studio will center on drawing as a tool of communication through a variety of exercises that explore observation and perception, form and proportion, dimensional illusion and expressive characteristics using a variety of materials and media. A significant emphasis will be placed on honing your skills in rapid drawing techniques, with a specific focus on both orthographic and perspective drawing methods. Prerequisite: BDS 101 and BDS 103 with semester grades of "C" or better or instructor permission. Corequisite INDD 101.

**INDD 210. Industrial Design Second-Year Studio I. 4 Credits.**

This studio introduces the methods and processes used in the profession of Industrial Design. Students integrate design history and theory, with a focus on research, user centered design, and aesthetics through a series of short, focused projects in a variety of areas. Techniques in drawing, computer modeling, physical modeling, and presentation are demonstrated and developed. Strategies to improve creativity are

explored. Prerequisite: INDD 101 and INDD 114 with semester grades of "C" or higher or instructor permission. Corequisite: INDD 214.

**INDD 214. Drawing for Industrial Design II. 4 Credits.**

A sketching studio empowering product designers to rapidly generate ideas, avoiding resource commitment to any single concept. Throughout this course, the continued emphasis on sketching and drawing as a communication tool persists. Diverse exercises persistently delve into and enhance aspects such as form and proportion, composition, dimensional illusion, and expressive attributes. Prerequisite: INDD 101 and INDD 114 with semester grades of "C" or higher or instructor permission. Corequisite INDD 210.

**INDD 220. ID Second-Year Studio II. 4 Credits.**

A Studio introducing more complex design problems through a rapid sampling of design projects. Students refine research abilities, understanding and meeting users' needs, how to prototype using a variety of media, the power of aesthetic, and how to present & critique work to develop their vocabulary and analytical skills. Students learn how to design for a consumer market and apply manufacturing processes & material considerations to their designs. Prerequisite: INDD 210 and INDD 212 with semester grades of "C" or higher or instructor permission. Corequisite INDD 308, INDD 350.

**INDD 308. Materials and Processes. 3 Credits.**

A course studying modern materials, design processes, manufacturing processes, communication methods with manufacturers, and construction methods applicable to the field of industrial design. Students will learn the fundamentals of sustainable design and how to assess and improve current design methods and materials. Students also learn how to navigate trends and materials of the future, specifically how materials and processes can drive innovation. Students will conduct case studies of different materials and processes. This course will be supplemented by guest speakers and field trips to area manufacturing and design facilities. Prerequisite: INDD 210 and INDD 214 with semester grades of "C" or higher or instructor permission. Corequisite INDD 220, INDD 350.

**INDD 310. Industrial Design Third-Year Studio I. 4 Credits.**

A studio course where students participate in a series of design projects often partnered with professional design teams, students explore design problems of greater complexity including group research and problem-solving assignments in advanced product and service design. Advanced techniques in research, problem solving, concept communication, visualization, presenting to professional stakeholders, and overall design expression will be demonstrated and explored. Prerequisite: INDD 210 with semester grades of "C" or higher or instructor permission. Corequisite INDD 315.

**INDD 315. Human Factors and Ergonomics. 4 Credits.**

A course introducing the field of human factors appropriate to industrial design. The course will cover a wide range of topics that fall underneath the umbrellas of cognitive ergonomics and physical ergonomics to develop effective and safe products and systems. This course aims to examine the cognitive and physical constraints of the human system and how design can address those issues through lectures, case studies, and projects. Prerequisite: INDD 308 with semester grades of "C" or higher or instructor permission. Corequisite: INDD 310.

**INDD 320. Directed Readings in Industrial Design. 1 Credits.**

This course is an alternative to ADS 320 for Industrial Design students with unavoidable scheduling conflicts. Students will watch relevant films and digital media, read important texts and articles, attend lectures, then compose and submit careful reflections on those media and experiences. Graded on a satisfactory/unsatisfactory basis. Prerequisite: Admission

to the Department of Design in the School of Architecture & Design and department permission.

**INDD 325. Industrial Design Third-Year Studio II. 4 Credits.**

A studio course continuing Industrial Design studios, projects are longer requiring a high level of demonstrated design ability for successful completion. Issues regarding professional ethics, accountability, and responsibility to the public and client are discussed and implemented. Professional design, presentation, and visualization skills will be demonstrated and explored. Finished designs will include full production technical specifications. Prerequisite: INDD 310 and INDD 315 with a semester grade of "C" or higher or instructor permission.

**INDD 350. Computer-Aided Design. 4 Credits.**

A studio course where students will develop the skills needed to efficiently build parametric Computer Aided Design (CAD) models consistent with industrial design professional standards using leading industry 3D modeling software. Emphasis will be placed on how to translate 2D designs into 3 Dimensional models, focusing on design for manufacturing, understanding complex surfacing, and assemblies. Students will use rendering software to create photo-realistic graphics and animations for communication and marketing. Prerequisite: INDD 210 and INDD 214 with semester grades of "C" or higher or instructor permission. Corequisite: INDD 220, INDD 308.

**INDD 378. Problems in Industrial Design: \_\_\_\_\_. 4 Credits.**

This studio course offers in-depth exploration of topics specifically tailored to the interests of industrial design students and faculty. It provides opportunities for individual or group research projects within various specific design areas. Students can repeat this course for credit as they immerse themselves in the ever-evolving realm of industrial design research and innovation. May be repeated for credit. Prerequisite: INDD 310 with a semester grade of "C" or higher or permission of instructor.

**INDD 380. Footwear Design Lab. 4 Credits.**

Shoe designers use their knowledge of fashion trends, materials, user profiles / experiences to create shoes for new footwear lines. The studio is an introduction to shoe design methods and techniques. It provides opportunities to research industry trends, explore design concepts, patterns, materials, practice sketching designs by hand, finalize concepts in Adobe Illustrator/Photoshop, to the presentation of finished ideas. Project briefs, feedback and critiques are guided by footwear professionals: Timberland, Columbia, and New Balance have all supported previous studios. Projects require strong hand sketching skills and familiarity with Illustrator and Photoshop. Emerging technologies such as Gravity Sketch and Vizcom.AI are introduced to keep pace with rapidly changing industry expectations. This course may be repeated for credit. Prerequisite: INDD 310 with a semester grade of "C" or higher or permission of instructor.

**INDD 382. Digital Guitar Workshop. 4 Credits.**

This studio provides a set of projects, demonstrations and lectures that will guide the student through the design and fabrication of electric guitars. As a final project, students will design and build their own electric guitar completely from scratch using both traditional and contemporary tools and practices. Digital tools such as CNC Routers, Laser Cutters, and 3D printers are used to fabricate bodies, necks, and custom components. This requires strong skills in SolidWorks to build the required 3D models. Prerequisite: INDD 310 with a semester grade of "C" or higher or permission of instructor.

**INDD 384. Soft Goods Lab. 4 Credits.**

In this studio, students learn industry methods and techniques in designing soft goods products. The soft goods categories include bags, products, fashion, wearables, activewear, and footwear. There is a focus



on style, function, color, materials, and craftsmanship. Students will learn all phases of the design process including design research, mood boards, mockups, user testing, creating patterns and translating them to complex three-dimensional forms, CMF, understanding of materials and application, designing for functionality, order of operations, manufacturing processes, and creating technical packages for manufacturing. Prerequisite: INDD 310 with a semester grade of "C" or higher or permission of instructor.

**INDD 410. Industrial Design Fourth-Year Studio I. 4 Credits.**

This course is an intensive studio focused on the industrial design business environment. Students will be working on advanced concepts with two intensive research projects undertaken during the semester to prepare students for professional practice and learn project management skills. Techniques for research, prototyping, user testing, efficient ideation practices, pitching concepts persuasively, designing for a global market, and all skillsets required for pro-practice will be taught. Students will present process books to professional partners at the end of the studio. Prerequisite: INDD 325 or INDD 580 with a semester grade of "C" or higher or instructor permission.

**INDD 425. Industrial Design Fourth-Year Studio II. 4 Credits.**

A studio course focusing on a self-driven capstone project. Students implement all phases of the design process at a professional level from initial research through final design, manufacturing specifications, documentation of the project through a process book, and participating and sharing work in the Design Showcase at the end of the year. Prerequisite: INDD 410 with a semester grade of "C" or higher or instructor permission.

**INDD 430. Industrial Design Portfolio. 3 Credits.**

Through readings, constructive feedback, and online collaborations, students will focus on the organization and presentation of a professional-quality portfolio that aligns with their individual career pursuits. Prerequisite: Junior standing in the Department of Design.

**INDD 580. Senior Industrial Design Studio. 4 Credits. AE61 CAP**

Course requires the negotiation and accomplishment of a comprehensive body of work, comprising independent research, ideation, refinement, detail technical specifications, renderings, and a working and tested prototype of your final design. A final report of the project is required documenting your design process, the depth and complexity of which are commensurate with expectations for entry-level professionals. Faculty may consider national or international competitions as appropriate substitutions for student derived briefs, where applicable. The nature and scope of the work (1-2 projects maximum), as well as details of anticipated accomplishment must be outlined by the student and approved by the instructor prior to the beginning of the second week of classes. In exceptional circumstances, projects may extend into both semesters, via INDD 581--this requires permission/negotiation with faculty and is to be declared as an aspiration at start of INDD 580. Prerequisite: INDD 448 and INDD 555 with semester grades of "C" or higher.

**INDD 710. Applying Human Factors & Ergonomics. 3 Credits.**

Applied Human Factors and Ergonomics in Industrial Design involves the practical application of human factors and ergonomics principles to the design of industrial products, ensuring that the result is both visually appealing and well-suited to the needs and capabilities of the users. Designers may consider factors such as: User-Centered Design: Placing the needs and preferences of users at the forefront of the design process. Anthropometric Design: Tailoring products to the physical dimensions of the human body. Cognitive Ergonomics: Designing products that align with human cognitive processes to enhance ease of use. Prerequisite: Graduate standing.

**INDD 712. Sketching for Industrial Design I. 4 Credits.**

This sketching course will center on drawing as a communication tool through various exercises that explore observation and perception, form and proportion, dimensional illusion, and expressive characteristics using various materials and media. A significant emphasis will be placed on honing your skills in rapid drawing techniques, specifically focusing on orthographic and perspective drawing methods. Prerequisite: Graduate standing.

**INDD 715. Industrial Design. 2-6 Credits.**

Research-oriented advanced study in industrial design. Prerequisite: Graduate standing.

**INDD 720. Parametric Modeling for Industrial Design. 4 Credits.**

In this studio, students will learn the skills needed to build parametric Computer Aided Design (CAD) efficient models consistent with industrial design professional standards using leading industry 3D modeling software. Emphasis will be placed on how to translate 2-dimensional designs into 3-dimensional models, focusing on design for manufacturing, and understanding complex surfacing, and assemblies. Students will use rendering software to create photo-realistic graphics and animations for communication and marketing. Prerequisite: Graduate standing.

**INDD 722. Sketching for Industrial Design II. 4 Credits.**

A sketching course empowering product designers to rapidly generate ideas, avoiding resource commitment to any single concept. Throughout this course, the continued emphasis on sketching and drawing as a communication tool persists. Diverse exercises persistently delve into and enhance aspects such as form and proportion, composition, dimensional illusion, and expressive attributes. Prerequisite: INDD 712.

**INDD 730. Product Design Methods. 4 Credits.**

This studio delves into contemporary materials, design methodologies, manufacturing processes, effective communication with manufacturers, and construction techniques relevant to the realm of industrial design. Participants will acquire a solid understanding of sustainable design principles, gaining the skills to evaluate and enhance existing design approaches and materials. The curriculum also covers staying abreast of emerging trends and futuristic materials, emphasizing how these elements can fuel innovation. Through case studies, students will analyze various materials and processes, with additional enrichment provided by guest speakers. Prerequisite: Graduate standing.

**INDD 740. Industrial Design Studio. 4 Credits.**

This intensive studio focuses on the industrial design business environment. Students will be working on advanced concepts with two intensive research projects undertaken during the semester to prepare students for professional practice and learn project management skills. Techniques for research, prototyping, user testing, efficient ideation practices, pitching concepts persuasively, designing for a global market, and all skillsets required for pro-practice will be taught. Students will present process books to professional partners at the end of the studio. Prerequisite: INDD 712.

**INDD 747. History of Industrial Design. 3 Credits.**

In this course, participants cultivate a forward-thinking and critical comprehension of the history of product and industrial design, exploring various perspectives such as socio-technological innovation, economics, business dynamics, ethics, gender, scale of production, efficiency, labor, human-centered design, systems thinking, ecological impact, engineering, science, and cultural expression. Through curated readings and engaging lectures, students are exposed to diverse viewpoints, fostering an environment that encourages them to question historical assumptions and develop a nuanced understanding of the multidimensional aspects shaping the evolution of design. This course may not be taken for credit

by those who have already taken ADS 750 or ADS 755. Prerequisite: Graduate standing.

**INDD 780. Portfolio Development. 4 Credits.**

This course is directed toward maximizing the quality and effectiveness of the individual student's professional portfolio and resume. Students learn how to prepare, refine, update, and present their portfolio and resume to a variety of stakeholders. Prerequisite: 20 hours completed in the program, or instructor approval.

## Courses

**IXD 101. Introduction to Digital Design. 4 Credits.**

In this studio students will learn the basics of designing for web and digital product, including industry standard practices and the essential programs. It will help demystify the concept of UX and explain the differences between experience and interface design. In addition to increasing UI skills, students will learn how understanding of type, color and other design basics can be applied in a digital format. Prerequisite: Admission to a major and/or minor offered by the Department of Design or instructor permission and have successfully completed BDS 101 and BDS 103. Students must be concurrently enrolled in VISC 101.

**IXD 302. Fundamentals in UI/UX Design. 3 Credits.**

This course practices the fundamental principles and materials that underpin the intricate interactions between individuals, artifacts, and systems. The course immerses students in the realm of user research, imparting the ability to unearth valuable insights into user behaviors, needs, and motivations through a diverse array of research methods such as surveys, interviews, and ethnographic studies. The course delves into the realm of usability testing, evaluation of user interfaces through hands-on testing, the formulation of effective test scenarios, and the interpretation of usability data to drive actionable design enhancements. Students begin to master the art of prototyping, enabling them to create interactive prototypes that refine user interactions, utilizing a versatile toolkit of tools and techniques. This holistic course empowers aspiring designers to craft impactful and user-centric digital experiences. Prerequisite: Students must be admitted to a major or minor offered by the Department of Design in order to enroll in this course.

**IXD 402. Interaction Design 2. 4 Credits.**

This course immerses students in the realm of UI/UX design, further deepening their comprehension of contemporary digital trends and methodologies for crafting distinctive websites and applications. The course places a spotlight on advanced design principles and techniques, hones UX research abilities, explores the evolution of interface design, delves into the history of app development, and equips students with strategies to ensure the longevity and relevance of digital products. Students will delve deeper into advanced concepts, focusing on refining their skills with tools (like Sketch, Adobe XD, Figma) and create projects based on best UX practices. This course will also explore designing responsive websites and explore the world of mobile, preparing students for a dynamic career in the digital design industry. Prerequisite: IXD 302. Corequisite: IXD 404 or instructor permission.

**IXD 404. Dataviz and Digital Storytelling. 4 Credits.**

This studio focuses on creating editorial content, infographics, and dataviz systems that effectively communicate complex information in an engaging and visually appealing way. Students will learn how to use data visualization tools and techniques to create interactive stories and reports that can be published online and in other media. Prerequisite: IXD 302 with semester grades of "C" or higher or instructor permission. Corequisite: IXD 402.

**IXD 412. Interaction Design 3. 4 Credits.**

In this studio, students will delve into the art of crafting user interfaces and enhancing user experiences for an array of connected devices. The focus is on designing for devices that harness the power of interconnectedness, where physical objects seamlessly gather and share data. Students will be tasked with the challenge of creating user experiences that not only function flawlessly but also captivate users' attention. This endeavor could include accommodating distinctive demands like compact displays, restricted processing capabilities, and frequently limited battery resources. Prerequisite: IXD 402 with a semester grade of "C" or higher or instructor permission. Corequisite: IXD 414.

**IXD 414. Design Systems. 4 Credits.**

In this design systems studio, students will learn the principles and best practices for creating, implementing, and maintaining a design system to streamline the workflow of a team working on websites or digital products. The course will cover various aspects of design systems, from designing key screens and structuring design files to creating master components and documenting the system for efficient collaboration. Prerequisite: IXD 402 and IXD 404 with semester grades of "C" or higher or instructor permission. Corequisite IXD 412.

**IXD 415. Emerging Technologies 1. 4 Credits.**

In this studio, students will explore cutting-edge technologies that are shaping the future of the digital design industry, such as the transition from web2 to web3 and the growing impact of AI. The course will focus on understanding and building products with these technologies while emphasizing a responsible and ethical approach to design. Prerequisite: Admission to a major and/or minor offered by the Department of Design or instructor permission.

**IXD 425. Emerging Technologies 2. 4 Credits.**

This experiential interaction design studio navigates the uncharted territory of cutting-edge advancements in interaction design. In today's rapidly evolving digital landscape, emerging technologies such as Augmented Reality (AR), Virtual Reality (VR), voice interfaces, and AI-driven interactions are reshaping the way we interact with digital systems. This course equips students with the knowledge and skills needed to design captivating and immersive user experiences for these transformative technologies. Prerequisite: Admission to a major and/or minor offered by the Department of Design or instructor permission.

**IXD 430. Interaction Design Portfolio. 3 Credits.**

Instruction in the organization and presentation of a professional quality visual portfolio. Readings, feedback and online collaborations will focus on the development of a focused portfolio consistent with the individual student's pursuits. Prerequisite: IXD 402 and IXD 404 with semester grades of "C" or higher or instructor permission.

**IXD 432. Interaction Design 4. 4 Credits.**

This experiential interaction design studio is tailored for expansive screens, vast environments, and grand-scale user interactions, students will embark on the journey of creating immersive user interfaces and elevating user experiences. Students will be challenged to not only ensure the seamless functionality of designs but also to captivate users within these monumental contexts while optimizing designs for expansive displays, ensuring that user interactions flourish in vast spaces, and orchestrating experiences on an epic scale. Prerequisite: IXD 412 and IXD 414 with semester grades of "C" or higher or instructor permission. Corequisite: IXD 415.

**IXD 442. Interaction Design 5. 4 Credits.**

Capstone studio experience often entails collaborating with industry partners or clients. Students are tasked with independent research, ideation, refinement, and the development and testing of a functional prototype for their final design with a level of depth and complexity

expected of entry-level professionals. Prerequisite: IXD 432 and IXD 415 with semester grades of "C" or higher or instructor permission.

## Courses

### **VISC 101. Introduction to Visual Communication Design. 4 Credits.**

This introductory design studio immerses students in the world of form making for visual communication design, guiding them through the process of translating verbal ideas into effective visual concepts. Additionally, the course delves into fundamental theories of visual perception and communication, enabling students to decode visual messages and construct meaning through the manipulation of visual elements and typography. Prerequisite: BDS 101 and BDS 103 with semester grades of "C+" or higher or instructor permission. Corequisite: IXD 101.

### **VISC 202. Typography I. 4 Credits.**

Typography is more than just the selection of fonts; it is a powerful tool for communication. This studio empowers students to grasp typeface classifications, facilitating informed design decisions while delving into principles like hierarchy, alignment, contrast, and consistency, crucial for effective visual communication. Prerequisite: VISC 101 and IXD 101 with semester grades of "C" or higher or instructor permission. Corequisite: VISC 204.

### **VISC 204. Visual Communication Second-Year Studio I. 4 Credits.**

This studio further explores the translation of ideas into visual concepts. This course gives students more practice in the process of gathering information, defining problems and formulating clear, powerful, and persuasive visual statements. Methods of research, idea generation, and image making will be applied to a wider variety of formats and contexts giving students the opportunity to explore the affordances of both static and dynamic media in both two and three-dimensions. Prerequisite: VISC 101 and IXD 101 with semester grades of "C" or higher or instructor permission. Corequisite: VISC 202.

### **VISC 301. Principles of Graphic Design. 4 Credits.**

This studio course presents the principles of graphic design and introduces the discipline of typography within the context of visual communication. The course explores various theories of visual perception and visual communication with an emphasis on reading visual images for meaning and making meaning through the construction of visual images and typography. Not open to students with credit in VISC 101. Prerequisite: Admission to a major and/or minor offered by the Department of Design or instructor permission.

### **VISC 302. Typography II. 4 Credits.**

This studio delves deeper into typographic form, offering a comprehensive exploration of typographic systems and the intricate manipulation of variables that shape content. It emphasizes the pivotal role of typographic composition within the expansive realm of visual communication design. Through hands-on projects, students will not only investigate advanced aspects such as typographic spatial arrangements, the synergy between text and imagery, and the meticulous refinement of typographic details and aesthetics, but they will also gain a profound understanding of how typographic systems function and evolve to communicate messages effectively across diverse media and contexts. Prerequisite: VISC 202 and VISC 204 with semester grades of "C" or higher or instructor permission. Corequisite: VISC 304.

### **VISC 304. Visual Communication Second-Year Studio II. 4 Credits.**

This studio explores the relationships among people, places, and the visual artifacts and information they use. Attention is placed on the

different roles of the designer as observer, empathizer, communicator, experience builder and visual instigator. Students will be introduced to information design methodologies and structuring data into useful and persuasive information tools and experiences. Course work includes exploring visual communication design as an educational and advocacy tool. Various methodologies will be explored for visualizing information for clarity, resonance, and editorial voice with special attention to the relationships among audience and context in the creation of meaning. Prerequisite: VISC 202 and VISC 204 with semester grades of "C" or higher or permission of instructor. Corequisite VISC 302 and IXD 302.

### **VISC 310. Letterpress. 4 Credits.**

This studio introduces students to traditional methods of hand typesetting, using the Department of Design's collection of lead and wood type. Learn how to use a pica rule, composing stick, leading, spacing material, the California Job Case, mix ink and operate a Vandercook proof press. Be inspired by visits to Special Collections. Emphasis will be placed on the acquisition of skills and the creative use of type and images. Prerequisite: BDS 101 with a semester grade of "C+" or higher or instructor permission.

### **VISC 360. The Photobook. 3 Credits.**

This class introduces students to the possibilities of visual communication through photobook design, from the traditional monograph to the narrative or lyrical and experimental. Considerations of sequencing, context, text, materiality, meaning, and production methods will be explored through book examples, readings, discussions, and in-class exercises. Visual Communication students will partner with a photographer in the class to design and produce a hand-made or on-demand book. Prerequisite: VISC 304 with a semester grade of "C" or higher or declaration of the Undergraduate Certificate in Book Arts or instructor permission.

### **VISC 402. Visual Communication Third-Year Studio II. 4 Credits.**

Design as Author. Building from the structures and approaches of earlier studios, this studio is a research-based examination of traditional, non-traditional and expressive uses of the typographic medium. Projects emphasize the student as both content generator as well as designer and include development of text + image narrative, word as image and typographic "voice" while further refining technical proficiency. Prerequisite: VISC 405 with semester grades of "C" or higher, and must be concurrently enrolled in VISC 430.

### **VISC 404. Designing for Social Interactions. 4 Credits.**

Introduces the discipline of designing for dynamic media (i.e., internet, on screen, multi-media.) Emphasis will be placed on concept development and on the fundamental principles of information hierarchy, user experience, navigation strategies, site development and site architecture. Projects, lectures and tutorials will provide a working knowledge of current tools and techniques, while exploring the issues of narrative structure, rhythm, space, animation, sound, and video. Prerequisite: VISC 302 and VISC 304 with semester grades of "C" or higher.

### **VISC 405. Visual Communication Third-Year Studio I. 4 Credits.**

Designing Brand Identity. A brand's visual identity expresses an organization's big idea of what it is, how it lives in the world, who it serves and why. Simply put, it identifies, explains and persuades. A visual brand identity needs to engage and communicate to specific audiences while differentiating the brand from its competition. This class will explore the creation of brand identity elements such as logos, icons and symbols, as well as how these can be organized into a "system of parts" that can communicate across multiple applications. Additionally, logo, symbol and iconography workflow and methods of brand identity ideation and conceptualization will also be explored. Prerequisite: Successful completion of VISC 302 and VISC 304 with semester grades of "C+" or higher and successful completion of the Second Year Full Review or instructor permission.

**VISC 410. Digital Letterpress. 4 Credits.**

In this studio students explore the possibilities that digital technologies offer to the letterpress printer, including laser cutting and polymer platemaking. Students will learn how to prepare digital files to make negatives, and to process and print polymer plates. Emphasis will be placed on creativity and craft. Starting with the simplest of techniques, projects will grow in increasing technical and aesthetic complexity. No previous letterpress experience is required. Knowledge of Adobe InDesign and Illustrator is essential. Prerequisite: Admission to a major and/or minor offered by the Department of Design or instructor permission

**VISC 414. Publication and Editorial. 4 Credits.**

This advanced studio explores the topics of editorial concepts, format organization, production, and publication. Projects stress the integration of text and image through the development of complex and variable structures. Emphasis is placed on the research of content and audience as well as a strong understanding of production/ execution techniques to develop engaging visual products. Prerequisite: VISC 302 and VISC 304 with semester grades of "C" or higher or instructor permission.

**VISC 415. Motion Design. 4 Credits.**

This studio provides an introduction to the fundamental elements, principles, and historical evolution of motion design. It places a strong emphasis on the conceptualization, planning, and storyboarding of time-based media, all with a clear focus on achieving specific aesthetic and communicative objectives. Students will gain insight into the techniques for seamlessly integrating static and dynamic visuals, typography, and audio within the context of motion graphics, enabling them to craft compelling narratives and visuals in motion. Prerequisite: VISC 202 and VISC 204 with semester grades of "C" or higher or instructor permission.

**VISC 425. Environmental Graphics. 4 Credits.**

This course will examine core principles and practices of environmental graphic design. Many of these concepts will be concerned with the visual aspects of wayfinding, communicating identity and information, and shaping the idea of place. Some of the topics discussed will include: signage, exhibit design, identity graphics, pictogram design, mapping, civic design and themed environments. Prerequisite: VISC 302 and VISC 304 with semester grades of "C" or higher or instructor permission.

**VISC 426. Experiential Design. 4 Credits.**

In this experiential design studio, uniquely tailored for large screens, expansive environments, and grand-scale interactions, students will explore the foundational principles and practices of environmental graphic design. They will dive into the creation of immersive user experiences, facing the challenge of not only ensuring the functionality of designs but also captivating users within monumental contexts. The course focuses on optimizing designs for expansive displays, ensuring seamless user interactions in vast spaces, and orchestrating experiences on an epic scale. Key concepts will revolve around visual aspects of wayfinding, conveying identity and information, and shaping the sense of place. Prerequisite: VISC 302 and VISC 304 with semester grades of "C" or higher or instructor permission.

**VISC 430. Visual Communication Portfolio. 3 Credits.**

Students will gain essential skills in preparing, refining, updating, and presenting their portfolios and resumes. Through readings, constructive feedback, and online collaborations, students will focus on developing a targeted portfolio that aligns with their individual career pursuits. The course aims to empower students with the knowledge and tools necessary to showcase their achievements and capabilities in a compelling and impactful manner within their chosen professional field. Prerequisite: Must be concurrently enrolled in VISC 402.

**VISC 435. Book Arts. 4 Credits.**

Producing books in editions is a complex undertaking. Students work in teams to create or compile content of their choosing, then edit, design, and bind their own books in a small edition. The class combines both traditional letterpress technology and digital interface for the creation of text and image. Each student receives two copies of the team's final book, one copy is archived in Special Collections at the Spencer Research Library. Prerequisite: BDS 101 with a semester grade of "C+" or instructor permission.

**VISC 440. Bookmaking. 4 Credits.**

In this studio students will learn to make a variety of book structures and enclosures, from historical to contemporary. Prototypes and models, and comprehensive notes and instructions will give the student a library of bindings for future reference. Prerequisite: BDS 101 with a semester grade of "C+" or higher or instructor permission.

**VISC 450. Typographic Universe. 4 Credits.**

The primary goal of this studio is to give the Design student an introduction to the world of Type Design. Type Design looks at the sequence of black-and-white forms, requires equal attention to the form of the characters and the spaces around them. We will practice designing type systematically, focusing on looking at, defining, and refining the interrelationships between forms. Particular attention will be paid to the techniques and best practices for creating, drawing, and spacing type. The course uses Glyphs 3, a MAC only software program. Prerequisite: VISC 302 and VISC 304 with semester grades of "C" or higher or instructor permission.

**VISC 465. Fourth-Year Studio I. 4 Credits.**

Designing for Change. This studio explores branding, service and interaction design opportunities that respond to real-life complexity: audiences, systems and contexts. Introduces business and design thinking strategies associated with brand development and how design plays a vital role in our local, national, and global society and well-being. Emphasis on the methods of thinking and research which precede the making of design as well as the importance of writing and verbal presentation to the visual communication design profession. Prerequisite: VISC 402 with semester grades of "C" or higher or instructor permission.

**VISC 470. Visual Communication Capstone. 4 Credits.**

With emphasis on research analysis, and synthesis of complex visual problems, this studio focuses on goal-oriented graphic design problem-solving. The course provides in-depth study of professional design issues and topics and a forum for multi-disciplinary collaboration with related professional disciplines. Prerequisite: VISC 402 with semester grades of "C" or higher or instructor permission.

**VISC 520. Designing for Change. 4 Credits. AE61 CAP**

Exploration of branding, service and interaction design opportunities that respond to real-life complexity: audiences, systems and contexts. Introduces business and design thinking strategies associated with brand development and the idea that design plays a vital role in our local, national, and global society and well-being. Emphasis on the methods of thinking and research which precede the making of design as well as the importance of writing and verbal presentation to the visual communication design profession. Prerequisite: VISC 404 or VISC 414 or ADS 560 or IxD 402 or VISC 310 or 440 and VISC 405 with semester grades of "C" or higher or instructor permission.

**VISC 710. Letterpress. 3 Credits.**

This introductory course in letterpress will instruct the student in methods for printing from moveable type and other type-high surfaces. The discipline will be explored from a historic as well as artistic perspective. Emphasis will be placed on the acquisition of skills and vocabulary, and

the creative use of type and techniques. Prerequisite: Graduate student status and instructor permission.

**VISC 712. Digital Lettepress. 3 Credits.**

In this course students will explore the possibilities that digital technologies offer to the letterpress printer, including laser cutting and polymer platemaking. Students will learn how to prepare digital files to make negatives, and to process and print polymer plates on the Vandercook press. Emphasis will be placed on creativity and craft. Starting with the simplest of techniques, projects will grow in increasing technical and aesthetic complexity. No previous letterpress experience is required. Open to all majors. Prerequisite: Permission of the instructor.

**VISC 735. Book Arts. 3 Credits.**

Combines wide range of traditional letterpress and digital processes for type and image for individually determined student book projects. Projects will culminate in a small printed and bound edition. Prerequisite: Graduate student status and instructor permission.

**VISC 740. Bookmaking. 3 Credits.**

This course will seek to acquaint the student with the origins of the book, paper, and pre-paper writing surfaces. Prototypes and models, as well as comprehensive notes and instructions will provide the student with a library of structures and variations for future reference. Students will document paper that is made in class and create a record for themselves, other students, and the School of Architecture & Design. Prerequisite: Graduate student status and instructor permission.