

Department of Design

Introduction

The Department of Design advances the professional work of thoughtful, creative, and meaningful design to delight, inspire, and serve the needs of people. Design is the planning that lays the basis for creation and development of every object or system people use. Design programs train students to be problem solvers who consider the aesthetic, functional, and user-focused aspects of an object or a process. This requires considerable integrative research, thought, modeling, interactive adjustments, and redesign.

KU is an accredited institutional member of the National Association of Schools of Art and Design (<http://nasad.arts-accredit.org/>). The entrance and graduation requirements in this catalog conform to the published guidelines of that organization.

Undergraduate Programs

The department offers a professional B.F.A. degree program with concentrations in the following:

- Illustration & Animation
- Industrial Design
- Photography
- Visual Communication Design

Courses for KU Students Not Admitted to Design

Students in other KU schools may enroll in Design courses for credit subject to the availability of classroom space with the permission of the instructor of the course.

Department Policy on Professionalism & Attendance

Design is a collaborative profession. Clear verbal skills are important in communicating one's ideas to clients and Design team members, and professional conduct can have a significant impact on the ability of a Designer to succeed. Because of the importance of professionalism in communication and conduct, students should maintain themselves according to the following guidelines:

- Attend each session of class in its entirety.
- Come prepared to present their concepts, discuss how the form of their design supports their concept, and describe how they arrived at their ideas.
- Participate in critiques and discussions with a spirit of mutual respect. Providing comments to one's peers is a privilege. Students will benefit from both giving and receiving feedback - one does not have to "like" another's work, but must provide insightful commentary in a courteous and productive manner.
- Maintain a positive and open-minded attitude.
- Demonstrate self-discipline and eagerness to participate.
- Consistently strive for the highest standards of quality in work and conduct.

Failure to abide by the guidelines and policy notes stated in this policy will lower a student's grade by one full letter grade or more.

CELL PHONE USAGE:

Students are required to turn their cell phones off or on silent and refrain from browsing the web, using social media, checking email, text messaging, etc. during class, lectures, and demonstrations. Students may use these devices only during designated break times.

SUBMISSION OF LATE WORK :

All projects and assignments are due at the beginning of class on the date set by the instructor. Late projects will be penalized by lowering the project grade by one full letter grade for each day that it is late. Late projects will not be accepted beyond three days after the original due date. Instructors may elect not to accept late work, but must note their policy regarding late work in the syllabus for each class.

PENALTIES FOR EXCESSIVE ABSENCES :

Each class is a significant financial investment (<http://affordability.ku.edu/costs/>) by each student, is based on sequential information and projects, and requires the full participation of each student. Each session of class missed or coasted through is a wasteful and impedes the student's ability to succeed in that class. For those reasons, students are required to attend classes in which they are enrolled and/or intend to enroll, must be on time for each session of class, and must remain in attendance for each entire session of class. Attendance will be taken at the beginning of each session of class.

In the event of any absence, students are responsible for obtaining all missed information, materials, and assignments from the class period(s) during which they were absent. Students who are absent must complete all assignments by the due date originally assigned for the work.

For each class that meets twice per week, only three absences will be allowed for any reason during the course of a given semester. A semester total of four absences in a given class that meets twice per week will result in a penalty of one letter grade in that class. A semester total of five absences in a given class that meets twice per week will result in a semester grade of "F" in that class. In case of exceptional circumstances, instructors may make exceptions to this policy at their discretion.

For each class that meets only once per week, only two absences will be allowed for any reason during the course of a given semester. A semester total of three absences for a given class that meets once per week will result in a penalty of one letter grade in that class. A semester total of four absences in a given class that meets once per week will result in a semester grade of "F" in that class. In case of exceptional circumstances, instructors may make exceptions to this policy at their discretion.

A semester total of three "late" marks in any given class will be equivalent to one absence with respect to this policy.

In order to ensure that students are connected with support services at the university when appropriate, and to ensure that students are duly reminded of the possible consequences of continued truancy, instructors should submit an Absence Warning Form after two absences for a class that meets twice per week or after one absence for a class that meets once per week.

RELIGIOUS HOLIDAYS:

If any scheduled course meeting conflicts with mandated religious observance, the student must notify the instructor prior the day of the observance that the student will be absent.

MEDICALLY-RELATED ABSENCES:

Because of the fast-paced, project-based nature of studio curricula, absences as the result of a medical condition will count in the same way as non-medical absences. Excessive absence for any reason, as outlined in this policy, are irreparably detrimental to a student's ability to succeed in our studio curriculum.

If a student is facing an extended illness, the student or their designee should contact the relevant instructor(s) as soon as possible to discuss ramifications of future absences and possible solutions.

ALTERNATIVE ATTENDANCE POLICIES:

Instructors may implement amended versions of this policy at their discretion, which supersede this policy for the class(es) for which the policy is implemented. Regardless, the attendance policy used for a class must be documented in the syllabus for that class in order to be considered valid.

School of Architecture & Design Policy on Plagiarism & Academic Misconduct

If a student tries to copy someone's work or take someone's idea and pass it off as their own they will suffer the penalties as outlined in the KU Student Code of Rights and Responsibilities.

All work that students hand in for a course must be made and created by them, over the course of this semester, exclusively for the course in question.

Academic misconduct by a student shall include, but not be limited to, disruption of classes; threatening an instructor or fellow student in an academic setting; giving or receiving of unauthorized aid on examinations or in the preparation of notebooks, themes, reports, or other assignments; knowingly misrepresenting the source of any academic work; unauthorized changing of grades; unauthorized use of University approvals or forging of signatures; falsification of research results; plagiarizing of another's work; violation of regulations or ethical codes for the treatment of human and animal subjects; or otherwise acting dishonestly in research. See full policy (<https://design.ku.edu/arcd-academic-misconduct-policy/>). (<http://design.ku.edu/academic-misconduct-policyprocedure/>)

The Department of Design's procedures regarding allegations of plagiarism and academic misconduct are outlined here (<https://design.ku.edu/departement-academic-misconduct-procedures/>).

Expected Workload

The minimum standard workload for courses at the University of Kansas (<https://policy.ku.edu/registrar/credit-hour/>) entails a ratio of at least 2 hours of outside-of-class work per week for each credit hour. For instance,

a typical 3-credit-hour course at KU features at least 6 hours of outside-of-class work each week.

In order to provide impactful training and prepare students for the rigor of professional work in Design, courses offered by the Department of Design often exceed that minimum standard. Students can anticipate 3 or more hours of outside-of-class work per week for each credit hour. This means that a 3-credit-hour course offered by the Department of Design usually features at least 9 hours of outside-of-class work each week, and a 4-credit-hour course offered by the Department of Design usually features at least 12 hours of outside-of-class work each week. Variability certainly exists due to student aptitude, instructors' pedagogical strategies, and other factors, though these guidelines can be trusted as a general rule.

Because of the intense workload of Design courses, we recommend that students avoid extracurricular engagements that would have them working more than 10-15 hours per week. We realize that isn't always possible, and our department's academic advisor may be able to help you find a healthy balance! Please contact our department's academic advisor (<https://design.ku.edu/contact-our-advisor/>) if you have questions or concerns about your workload.

Accommodation for Students with Documented Disabilities (ADA)

The Student Access Center (<http://access.ku.edu/>) coordinates academic accommodations and services for all eligible KU students with documented disabilities. If you have a documented disability for which you wish to request accommodations and have not contacted the Student Access Center, please do so as soon as soon as possible. They are located in **22 Strong Hall** and can be reached at **785-864-4064** (V/TTY). Information about their services is also available at <http://access.ku.edu/>. Students should work with the Student Access Center to contact their instructor(s) at the start of each semester to make arrangements for any needed accommodations.

Minimum Grade Requirements, Minimum KU Cumulative GPA Required for Graduation

All students must earn or exceed certain minimum semester grades for courses in the "Foundation Studies" and "Major Studies" requirements of the Design BFA in order to continue in the program. Failure to earn the minimum required semester grade in a "Foundation Studies" course may require that the student in question repeat the course and earn the minimum required grade before they would be able to continue in the Design studio sequence. Failure to earn the minimum required semester grade in a "Major Studies" course may prohibit a student from continuing in the Design program entirely and may require that they select a new major area of study beyond Design. In most cases, "Foundation Studies" and "Major Studies" courses are only offered once per year. In addition to being listed on course syllabi and in relevant course descriptions, these specific grade requirements are outlined here (<https://design.ku.edu/minimum-grades/>).

Students in the Department of Design must maintain or exceed a 2.0 KU Cumulative Graduation GPA in order to graduate with our BFA in Design.

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.

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 Symposium. 1 Credits.

Visiting Design professionals discuss various aspects of their work and the industry of Design. Professionals from all the Design areas of the Department are represented: Illustration & Animation, Industrial Design, Photography, and Visual Communication Design. Alternative courses may be allowed to count in place of ADS 320 in limited cases for students with immutable time conflicts. Students enrolled in this course must attend all sessions of the symposium each semester in order to earn a passing grade in the course. Open to all KU students. Graded on a satisfactory/unsatisfactory basis.

ADS 325. Design Thinking & Research Methodologies. 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 and Philosophy of Design. 3 Credits.

Survey of design history from 1800 to present with emphasis on graphics, architecture, industrial and interior design movements, individuals and their influences. Prerequisite: Admission to a major and/or minor offered by the Department of Design or instructor permission.

ADS 401. 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 students admitted to majors and minors offered by the Department of Design. Other students may request instructor permission to enroll. Prerequisite: Admission to a major and/or minor offered by the Department of Design or instructor permission.

ADS 411. Design Trends and Forecasting. 3 Credits.

This course introduces students to principles and theories from various disciplines concerning an understanding of cultural trends and micro-trends. Emphasis is placed on adaptation of these theories to an understanding of the practice of trends research and trend forecasting within the design practice, as well as how trends can be integrated into the designer's thinking and making process. Open to all students.

ADS 530. Intra Design Problems: _____. 3 Credits.

A collaborative studio across all Design Department areas of study. Students of the different areas will be organized into work groups and conduct in-depth research, investigate new problem solving methodologies, develop new applications and working knowledge of specialized subjects. Prerequisite: Junior level or higher standing in Design or Architecture or permission of the instructor.

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: Junior level or higher standing in the Design Department.

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: _____. 3 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: Junior 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 Management or MA in 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 Management or MA in 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 Management or MA in Interaction Design or instructor permission.

ADS 720. Graduate Seminar in Design. 1 Credits.

Comparative studies of various areas of specialization in design. Repeat for credit to a maximum of six credit hours.

ADS 730. Directed Reading in Design. 1-3 Credits.

Research reading and presentation of reports on specific subjects related to the students major area of specialization. Required of all graduate students.

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 Management or MA in 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 Management or MA in 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 850. Studio Teaching Practice. 1 Credits.

Graduate students only. Must hold an assistant instructor or teaching appointment. Credit earned does not satisfy any credit requirement for a degree. Graded on a satisfactory/unsatisfactory basis.

ADS 860. Graduate Synthesis and Applications Seminar. 1 Credits.

Group discussion and presentations on timely industry topics. Topics will be substantial, bridging relevant program subjects and professional area boundaries. May be repeated for up to six credit hours in subsequent semesters.

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 Management or MA in 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

BDS 100. Design Thinking. 1 Credits.

Design, like almost every industry, profession, school or major on campus, is forever being changed by technology, it's reach, global access, and social innovation. From the basics of how to think like a designer or how to design a better presentation in powerpoint to

how design can be situated in businesses and organizations to create innovative new products, services or social change. This course will give students an awareness of design in our everyday world; an understanding of some of the cultural, theoretical, conceptual, and practical issues related to design and designing. The ultimate goal is that by the end of this course students will know how design contributes to contemporary society and how they might use this understanding throughout their life in little and big ways. Open to all majors. Graded on a satisfactory/unsatisfactory basis.

BDS 101. Design Thinking and Making. 3 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 and/or minor offered by the Department of Design or instructor permission.

BDS 102. Design Thinking and Making II. 3 Credits.

This is a course for all Design Department majors and serves as a continuation of BDS 101 with a greater emphasis on examining the relationships between design and other systems: environment, society and culture, and technology and economics. One and a half hours of lecture and six hours of studio-lab per week. Students must receive at least a grade of C (2.0) in this course to continue in their Design program. Prerequisite: Must be admitted into the Design Department and have completed BDS 101 and 103 with at least a grade of C (2.0) or equivalent course work, or receive instructor permission. Prerequisite: BDS 101 and 103.

BDS 103. Drawing for Design. 3 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 and/or minor offered by the Department of Design or instructor permission.

Courses

ILLU 200. Foundations in Image Making. 3 Credits.

Presentation of fundamental 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, compositional exploration, color theory, the affect of value and color on images, and the significance of reference creation. Prerequisite: BDS 101 and BDS 103 with semester grades of "C+" or higher or instructor permission.

ILLU 205. Drawing Media for Illustration I. 3 Credits.

Exploration 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 VISC 200 with semester grades of "C+" or higher or instructor permission.

ILLU 305. Image Making. 3 Credits.

Concentrated study in developing methodologies for producing contemporary illustration. Emphasis is placed on concept development, composition exploration, value and color studies, and reference creation. Required for Illustration majors as a pre-review course. If this course is required under the major studies section on the degree requirement

sheet, students must receive a grade of C (2.0) or higher to continue on to the next course in the sequence. Prerequisite: ILLU 200.

ILLU 315. Introduction to Illustration. 3 Credits.

Concentrated study in developing skills and techniques with media and materials that are employed in producing contemporary illustration. Continued emphasis on methods of research and idea generation. Prerequisite: ILLU 200 and VISC 200 with semester grades of "C+" or higher or instructor permission.

ILLU 405. Drawing Media for Illustration II. 3 Credits.

Students will 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 315 with semester grades of "C+" or better or instructor permission.

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: ILLU 205 and ILLU 315 with semester grades of "C+" or higher or instructor permission.

ILLU 415. Illustration Concepts. 3 Credits.

Focus of this course is to learn how to think visually. Concentrated study on developing different forms of concepts for illustration. Continued development of technical skills and visual literacy to gain insight on how to make images that communicate unique ideas clearly. Prerequisite: ILLU 405 and ILLU 410 with semester grades of "C+" or higher or instructor permission.

ILLU 425. Concept Art. 3 Credits.

Introductory exploration of the process, skills and concepts necessary for successful concept art character design and effective blending of matte painting and film. Drawing will be of primary concern for this course, yet exploring digital means of character development will also be introduced. Prerequisite: Successful completion of ILLU 405 and ILLU 410 with semester grades of "C+" or higher or instructor permission.

ILLU 435. Sequential and Narrative Illustration. 3 Credits.

Exploration of thematic illustration through the development of a series of images based on a topic or story. Aspects of continuity, consistency, storytelling, pacing, editing, packaging and a holistic method of developing illustration are addressed. Prerequisite: ILLU 415 and ILLU 425 with semester grades of "C" or higher or instructor permission.

ILLU 445. Advanced Concept Art. 3 Credits.

Continuation in exploration of the process, skills and concepts for successful concept art character design, along with continued development of digital characters and 3D modeling. Prerequisite: ILLU 415 and ILLU 425 with semester grades of "C" or higher or permission of instructor.

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: Prior completion of ILLU 410, ILLU 435, and ILLU 445 with semester grades of "C" or higher.

ILLU 535. Promotion and Marketing for Illustration I. 3 Credits.

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.

ILLU 545. Promotion and Marketing for Illustration II. 4 Credits.

Continuation of phase development and completion of a self-promotion and marketing package from ILLU 535. Additional business practices and legal issues will be addressed. Prerequisite: ILLU 510 and ILLU 535 with semester grades of "C" or higher.

Courses

INDD 200. Foundations in Industrial Design. 3 Credits.

Course 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, computer modeling, digital fabrication, and presentation are demonstrated and developed. Prerequisite: BDS 101 and BDS 103 with semester grades of "C+" or higher or instructor permission.

INDD 212. Drawing for Industrial Design I. 3 Credits.

This course will focus 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. This course will also use two- and three-dimensional modeling software necessary for all industrial designers. Prerequisite: BDS 101 and BDS 103 with semester grades of "C+" or better or instructor permission.

INDD 284. Basic Industrial Design Studio. 3 Credits.

Course introduces tools, techniques and processes used in the professional practice of Industrial Design. Learning is through a series of short, focused projects. Techniques in drawing, computer modeling, physical modeling, and presentation are demonstrated and developed. Strategies to improve creativity are explored, while addressing market and production considerations. Prerequisite: INDD 200 and INDD 212 with semester grades of "C+" or higher or instructor permission.

INDD 302. Intermediate Industrial Design Studio. 4 Credits.

This course introduces tools, techniques and processes used in the professional practice of Industrial Design. Learning is through a series of short, focused projects. Techniques in drawing, computer modeling, physical modeling, and presentation are demonstrated and developed. Strategies to improve creativity are explored, while addressing market and production considerations. Prerequisite: INDD 284 and INDD 312 with semester grades of "C+" or higher or instructor permission.

INDD 308. Materials and Processes. 3 Credits.

A study of modern materials, manufacturing processes, and construction methods applicable to the fields of industrial design and interior design. Design analysis of existing products, furniture, building components, and storage systems. Design assignments in furniture, storage systems, and interior space arrangements with emphasis on materials and construction. Field trips to area manufacturing and design facilities. Prerequisite: INDD 284 and INDD 312 with semester grades of "C+" or higher or instructor permission.

INDD 312. Drawing for Industrial Design II. 3 Credits.

Sketching allows product designers to generate ideas quickly, without committing resources to any single idea. This course continues to focus on sketching/drawing as a tool of communication through a variety of exercises that continues to explore form and proportion, composition, dimensional illusion and expressive characteristics. Prerequisite: INDD 200 and INDD 212 with semester grades of "C+" or better or instructor permission.

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

This course is an alternative to ADS 320 (Hallmark Symposium) 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 350. Computer-Aided Design. 3 Credits.

Students will develop the skills needed to efficiently built parametric CAD models consistent with industrial design professional standards using Solidworks, an industry standard solid 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 learn how to create photorealistic renderings using Keyshot. Prerequisite: INDD 302 with a semester grade of "C" or higher or instructor permission.

INDD 378. Problems in Industrial Design: _____. 3 Credits.

Individual and/or group research projects in one of several specific design areas which will be identified on a semester by semester basis. May be repeated for credit. Prerequisite: INDD 302 with a semester grade of "C" or higher or permission of instructor.

INDD 446. Advanced Industrial Design Studio. 3 Credits.

Continuation of INDD 284 and 302 but encompassing design problems of greater complexity including group research and problem solving assignments in advanced product and service design. Advanced techniques in problem solving, concept communication, visualization, and overall design expression will be demonstrated and explored. Prerequisite: INDD 302 with a semester grade of "C" or higher or instructor permission.

INDD 448. Professional Industrial Design Studio Practices. 3 Credits.

Continuation of 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 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 446 with a semester grade of "C" or higher or instructor permission.

INDD 508. Materials and Processes. 3 Credits.

A study of modern materials, manufacturing processes, and construction methods applicable to the fields of industrial design and interior design. Design analysis of existing products, furniture, building components, and storage systems. Design assignments in furniture, storage systems, and interior space arrangements with emphasis on materials and construction. Field trips to area manufacturing and design facilities. Prerequisite: Permission of instructor.

INDD 510. Human Factors and Ergonomics. 3 Credits.

Introduction to the field of human factors appropriate to industrial, interior, interaction, and visual design. The course will cover a wide range of topics that fall underneath the umbrellas of cognitive ergonomics and physical ergonomics. This course aims to examine the cognitive and physical constraints of the human system and how design can address those issues. Prerequisite: INDD 302 with a semester grade of "C" or higher or instructor permission.

INDD 512. Methods in Design. 3 Credits.

Introduction to the study of methods of designing common to industrial, interior, and visual design. Evaluation methods (semantic differential), creativity methods (scenario writing), and task-oriented method: (PERT/

CPM) will be considered in relation to design problems. Open to non-design students. Prerequisite: Corequisite: INDD 302 for industrial design majors or ENVD 200 for environmental design majors respectively. Consent of instructor for all other students.

INDD 555. Portfolio. 3 Credits.

Work directed toward maximizing the quality and effectiveness of the individual student's professional portfolio. Prerequisite: INDD 446 with a semester grade of "C" or higher or instructor permission.

INDD 580. Senior Industrial Design Studio. 4 Credits.

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 581. Senior Industrial Design Studio II. 4 Credits.

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 be a continuation of those started in INDD 580--this requires permission/negotiation with faculty and is to be declared as an aspiration at start of INDD 580. Prerequisite: INDD 580 with a semester grade of "C" or higher or instructor permission.

INDD 715. Industrial Design. 2-6 Credits.

Research-oriented advanced study in industrial design. Prerequisite: Graduate major in industrial design or consent of instructor.

INDD 815. Industrial Design. 2-6 Credits.

Prerequisite: INDD 715.

Courses

PHTO 101. Fundamentals of Photography. 3 Credits.

Open to students of all disciplines and experience levels, this course provides an introduction to the medium and language of photography. Basic DSLR camera operation and workflow will be accompanied by lectures, readings, and discussions regarding the historical and theoretical concerns of the medium. A digital camera with full manual controls is required - RAW capable preferred.

PHTO 177. First Year Seminar: Picturing Place: Photographing Lawrence. 3 Credits.

Are you new to KU, Lawrence, or even the Midwest? Would you like to know your new home better? The act of photographing - observing,

participating, being present - can accelerate a connection to Place. In this digital photography class, each student will identify a specific community or environment within the Lawrence area to photograph repeatedly and meaningfully over the course of the semester. Class time will be spent reviewing and refining the work, discussing its context, introducing research methods for deeper understanding of the chosen topic, and gaining inspiration from relevant historic and contemporary models of photographic inquiry. By the end of the semester, the student will have strengthened both their visual literacy skills and their ties to their new surroundings. All photographic experience levels welcome.

PHTO 200. Foundations in Photography: Digital. 3 Credits.

Foundations in Photography (Digital) explores the technical and creative possibilities of digital photography from image capture to print and the web. This advanced introductory-level studio course covers manual camera operation with dSLR or mirrorless digital cameras, basic digital processing workflow with Adobe software, and inkjet print or digital output methods, accompanied by lectures, readings, and discussions regarding the historical and theoretical concerns of the medium. A digital camera with full manual controls and RAW capable is preferred; a limited number of cameras are available for check-out.

PHTO 201. Photography I. 4 Credits.

The first of the two-part foundational Photography sequence, this majors-only course provides students with a rigorous immersion into the formal, technical, and conceptual concerns and challenges of photography by way of the view camera. Embracing both the wet and digital darkrooms, students shoot and develop sheet film that is then utilized to produce both traditional and digital prints. Intermediate digital editing methods are introduced and explored. View cameras are provided. If this course is required under the major studies section on the degree requirement sheet, students must receive a grade of C (2.0) or higher to continue on to the next course in the sequence. Prerequisite: BDS 101 and PHTO 200 with grades of C (2.0) or higher.

PHTO 202. Photography II. 4 Credits.

The second of the two-part foundational Photography sequence, this advanced course builds upon PHTO 201 with additional emphasis on color, RAW workflow, and advanced methods for digital capture, manipulation, editing, and compositing. Additionally, students work extensively with large-format inkjet printers to create custom ICC printing profiles. A digital SLR (RAW capable) camera with full manual controls is required. If this course is required under the major studies section on the degree requirement sheet, students must receive a grade of C (2.0) or higher to continue on to the next course in the sequence. Prerequisite: PHTO 201 with a grade of C or higher or permission of instructor.

PHTO 205. Foundations in Photography: Darkroom. 3 Credits.

This introductory studio explores the technical and creative possibilities of black & white film photography. PHTO 205 covers manual camera operation using 35mm film cameras, darkroom film developing, and silver-gelatin printing methods, accompanied by lectures, readings, and discussions regarding the historical and theoretical concerns of the medium. Cameras are provided for check-out. No darkroom experience necessary.

PHTO 210. Understanding Photographs. 3 Credits.

Understanding Photographs is a lecture-based course that focuses on developing a critical understanding of how images, paired with culture and society, generate meaning in both the historical and contemporary contexts. Open to students of all disciplines and experience level.

PHTO 303. Photography I: View Camera. 4 Credits.

The first of the two-part second-year foundational Photography sequence for Photography majors, this course provides students with a rigorous immersion into the formal, technical, and conceptual concerns and

challenges of photography by way of the view camera. Embracing both the wet and digital darkrooms, students shoot and develop sheet film that is then utilized to produce both traditional and digital prints. Intermediate digital editing methods are introduced and explored. View cameras are provided. Prerequisite: Admission to the Photography Major or Minor and PHTO 200 or PHTO 205 with a semester grade of "C+" or higher or instructor permission. Priority will be given to Photography majors.

PHTO 304. Photography II: Color Digital. 4 Credits.

The second of the two-part foundational Photography sequence, this advanced course builds upon PHTO 303 with additional emphasis on color, RAW workflow, and advanced methods for digital capture, manipulation, editing, and compositing. Additionally, students work extensively with large-format inkjet printers to create custom ICC printing profiles. A digital SLR (RAW capable) camera with full manual controls is required. Prerequisite: Admission to the Photography major or minor and PHTO 303 with a semester grade of "C+" or higher, or instructor permission.

PHTO 305. Photography III: The Moving Image. 4 Credits.

This course serves as an introduction to the principles and challenges of photography as a time-based medium. Fundamental concepts of production are introduced and explored through hands-on exercises, class presentations and discussions, lectures, critiques, and individual and group projects. Prerequisite: Successful completion of PHTO 304 with a semester grade of "C" or higher.

PHTO 313. Lighting Studio. 3 Credits.

Lighting Studio is a fundamental course in awareness, modification, and control of light. Students work extensively with strobe and continuous light sources. Principles of natural and artificial light are introduced, explored, and applied through hands on assignments both in and out of the studio environment. Prerequisite: Admission to the Photography major or minor and PHTO 304 with a semester grade of "C" or higher or instructor permission.

PHTO 314. The Moving Image. 3 Credits.

This course serves as an introduction to the principles and challenges of photography as a time-based medium. Fundamental concepts of production are introduced and explored through hands-on exercises, class presentations and discussions, lectures, critiques, and individual and group projects. Prerequisite: Admission to the Photography major or minor and PHTO 304 with a semester grade of "C" or higher or instructor permission.

PHTO 315. Experimental Processes. 3 Credits.

Experimental Processes is an introduction to the understanding and production of image-based works utilizing experimental approaches and alternative processes in an interdisciplinary environment. Prerequisite: Admission to the Photography major or minor and PHTO 304 with a semester grade of "C" or higher or permission of instructor.

PHTO 316. Professional Practices. 3 Credits.

This course provides an introduction to standards and conventions with regards to professional photographic practice. Topics include portfolio development, copyright, contracts, grant/statement writing, presentation methods, and self-promotion. Prerequisite: PHTO 400 or PHTO 402 each with a semester grade of "C" or higher or instructor permission.

PHTO 360. The Photobook. 3 Credits.

This class introduces students to the many potentials of photographic imagery in book form, from the traditional monograph to the narrative or lyrical and experimental. Considerations of sequencing, context, text, design, materiality, meaning, and production methods will be explored through book examples, readings, discussions, and in-class exercises. The class will culminate in the design and production of a hand-made or

on-demand book. Prerequisite: PHTO 304 with a grade of C or higher or declaration of the Undergraduate Certificate in Book Arts or admission to the Photography Minor or instructor permission.

PHTO 400. Junior Seminar. 3 Credits.

This junior-level seminar is focused primarily on the development of independent and collaborative projects through an on-going group critique with an emphasis on research and analysis. Learning is focused on personal development and other issues relevant to contemporary photographic practice through assigned readings, presentations, and group discussion. Prerequisite: PHTO 304 with a semester grade of "C" or better or instructor permission.

PHTO 402. Photo Media Seminar. 3 Credits.

This upper-level seminar is focused primarily on the development of independent and collaborative projects through on-going group critique with an emphasis on research and analysis. Learning is focused on personal development and other issues relevant to contemporary photographic practice through assigned readings, presentations, and group discussion. If this course is required under the major studies section on the degree requirement sheet, students must receive a grade of C (2.0) or higher to continue on to the next course in the sequence. May be repeated for credit. Prerequisite: PHTO 304 or instructor permission.

PHTO 450. Senior Seminar. 3 Credits.

This senior-level seminar is focused primarily on the further development of independent and collaborative projects through an on-going group critique with an emphasis on research and analysis. Learning is focused on personal development and other issues relevant to contemporary photography practice through assigned readings, presentations, group discussions, and rotating special topics. Prerequisite: PHTO 400 with a semester grade of "C" or higher or instructor permission.

PHTO 500. Portfolio and Thesis. 4 Credits.

Taken the final semester of study, this capstone course guides students through the research, development, and refinement of a final body of photographic work and appropriate supplemental materials. Methods and strategies of presentation and dissemination are discussed and explored. Prerequisite: PHTO 450 with a semester grade of "C" or higher or instructor permission.

PHTO 513. Advanced Lighting Studio. 3 Credits.

A continuation of the skills and principles discussed in PHTO 313. If this course is required under the major studies section on the degree requirement sheet, students must receive a grade of C (2.0) or higher to continue on to the next course in the sequence. Prerequisite: PHTO 313 or instructor permission.

PHTO 514. Advanced Moving Image. 3 Credits.

A continuation of the skills and principles discussed in PHTO 314. If this course is required under the major studies section on the degree requirement sheet, students must receive a grade of C (2.0) or higher to continue on to the next course in the sequence. Prerequisite: PHTO 314 or instructor permission.

PHTO 515. Advanced Experimental Processes. 3 Credits.

A continuation of the skills and principles covered in PHTO 315. If this course is required under the major studies section on the degree requirement sheet, students must receive a grade of C (2.0) or higher to continue on to the next course in the sequence. Prerequisite: PHTO 315.

PHTO 560. Special Topics in Photography: _____. 3 Credits.

Special topics courses in Photography vary by instructor and provide additional opportunities for interdisciplinary research and advanced specialized study. A semester grade of "C" or higher is required in order for this course to count toward the "Major Studies Electives" component

of the Photography major. May be repeated for credit. Prerequisite: PHTO 304 with a semester grade of "C" or higher or instructor permission.

Courses

VISC 177. First Year Seminar: _____. 3 Credits.

A limited enrollment, seminar course for Freshmen, addressing current issues in Graphic Design. Course is designed to meet the critical thinking learning outcome of the KU Core. First-Year Seminar topics are coordinated and approved by the Office of Academic Programs and Experiential Learning. Prerequisite: Open to Freshmen only (less than 30 hours).

VISC 200. Foundations in Typography. 3 Credits.

Introduces the discipline, function, and tradition of typography as it relates to visual/verbal communication. Emphasis is on interrelationships of letter, word, line and page. Projects examine two-dimensional typographic space, sequence and information hierarchy. Prerequisite: BDS 101 and BDS 103 with semester grades of "C+" or higher or instructor permission.

VISC 201. Visual Communication Design. 3 Credits.

Presentation of fundamental concepts of visual and non-visual communication. Exploration of various theories of visual perception and visual communication with emphasis on reading visual images for meaning and making meaning through the construction of visual images and typography. A special laboratory section will include design thinking and making strategies and processes which are common to visual communication design from the handmade to the computer. This course is for non-Visual Communication majors. Prerequisite: Corequisite: BDS 102.

VISC 202. Elements of Typography. 3 Credits.

Introduces the discipline, function, and tradition of typography as it relates to visual/verbal communication. Emphasis is on interrelationships of letter, word, line and page. Projects examine two-dimensional typographic space, sequence and information hierarchy. Prerequisite: VISC 200 and ILLU 200 with semester grades of "C+" or higher or instructor permission.

VISC 204. Principles of Visual Communication. 3 Credits.

Visual communication problems involving the student in the translation of verbal concepts and design theory into visual images. This course focuses attention on the process of defining problems, gathering information, and formulating clear, powerful, and persuasive visual statements. Introduction to methods of research, idea generation, and image making will be an integral part of this course. Prerequisite: VISC 200 and ILLU 200 with semester grades of "C+" or higher or instructor permission.

VISC 302. Typographic Systems. 4 Credits.

Further exploration of typographic form and manipulation of variables which affect content; stresses the importance of typographic composition as an integral component of visual communication design. Projects examine advanced structures of typographic space, work-image structure, and typographic details and aesthetic. Prerequisite: VISC 202 and VISC 204 with semester grades of "C+" or higher or instructor permission.

VISC 304. Designing Understanding. 4 Credits.

Exploration of the relationships among people, places, and the visual objects and information they use. Attention on the different roles of the designer as observer, empathizer, communicator and experience builder. Introduction to information design processes and procedures of understanding by ordering data into useful and persuasive information tools and experiences. 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.

VISC 310. Letterpress. 3 Credits.

This course concentrates on the 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 and C&P or Galding platen. 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. Designer as Author. 3 Credits.

Building from the structures and approaches of VISC 302, the course 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 302 and VISC 304 with semester grades of "C+" or higher.

VISC 404. Designing for Social Interactions. 3 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. Designing Brand Identity. 3 Credits.

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. 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. Knowledge of Adobe InDesign and Illustrator is essential. Prerequisite: Permission of instructor.

VISC 414. Publication and Editorial. 3 Credits.

Exploration of topics dealing intensively with editorial concept and format organization. Projects stress advanced problems in the integration of text and image through the development of complex and variable structures. Emphasis on thorough researching of content and audience as well as understanding of production/execution implications of solutions. Prerequisite: VISC 302 and VISC 304 with semester grades of C+ or higher or instructor permission.

VISC 415. Motion Graphics. 3 Credits.

Introduction to the elements, principles and history of motion design. Emphasis on the conceptualization, planning and storyboarding of time-based media with respect to some specific, clearly stated aesthetic and/or communicative purpose. Students will examine methods for synthesizing still & moving imagery, typography and audio, in motion, using Adobe After Effects in combination with other software such as Final Cut Pro, Illustrator and Photoshop. Prerequisite: VISC 302 and VISC 304 with semester grades of "C+" or higher or instructor permission.

VISC 420. Exhibition Design. 3 Credits.

This course will explore how exhibitions are conceptualized, designed and made. It will look at the role of curators, exhibition designers, graphic designers as well as the audience of cultural institutions. Prerequisite: VISC 302 and VISC 304 with semester grades of "C+" or higher or instructor permission.

VISC 425. Environmental Graphics. 3 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 435. Book Arts. 3 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. 3 Credits.

Students will learn to make a variety of book structures and enclosures, from historical to contemporary. Prototypes and models, as well as comprehensive notes and instructions will provide the student with a library of bindings for future reference. Students will document paper that is made in class and create a record for themselves, other students, and the Department of Design. Prerequisite: BDS 101 with a semester grade of "C+" or higher or instructor permission.

VISC 455. Designing Information. 3 Credits.

Making preliminary visualizations, models, and prototypes. Examines words, diagrams, type, and sequencing to restructure messages so that they tell a story more effectively. Editing images to make messages clear, unambiguous and understandable by their intended audience(s). Designing the appearance of an information product so that users can find what they want and understand it when they get there. Prerequisite: VISC 302 and VISC 304 with semester grades of "C+" or higher or instructor permission.

VISC 520. Designing for Change. 4 Credits.

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 and VISC 405 with semester grades of "C" or higher or instructor permission.

VISC 525. Senior Problems. 3 Credits.

Goal-oriented graphic design problem-solving with emphasis on research, analysis, and synthesis of complex visual problems. Will allow for in-depth study of professional design issues and topics; provides a forum for multi-disciplinary collaboration with related professional disciplines. May be repeated for credit. Prerequisite: VISC 530 with a semester grade of "C" or higher, or instructor permission.

VISC 530. Portfolio. 4 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: VISC 402 and VISC 520 with semester grades of "C" or higher or instructor permission.

VISC 560. Special Topics in Visual Communication: _____. 3 Credits.

A study of different topics in different semesters in a special area of visual communication. Entry by permission of instructor. May be repeated for credit.

VISC 706. Graphics. 3-6 Credits.

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. Letterpress II: Form and Content. 3 Credits.

Artists' books are books created as original works of art that push the boundaries of the traditional book. This course will focus on the interdependence of form and content through studio work, readings, and the examination of historical and contemporary models. Students will explore a wide range of book structures from basic to innovative. Final outcomes will combine images, hand set type, and digital processes to create both one-of-a-kind, and limited edition artists' books. VISC 710 is recommended, but not 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.