

GRAPHIC DESIGN

U N I V E R S I T Y O F W E S T G E O R G I A

UWG Graphic Design is a small, quality program that focuses on solid foundations of design, with an emphasis on typography, print design, and traditional craft combined with computer skills in a new state-of-the-art Mac lab. The program features cross-disciplinary coursework which includes related areas such as photography and printmaking. A basic web design course is also offered.

The Department of Art printmaking shop features a newly acquired Letterpress facility and updated screenprinting area for required Graphic Design courses. Graphic Design majors may combine an Art Department major with a minors such as Mass Communications, Marketing, Advertising, Computer Science or Film Studies within other Departments at UWG. Although we do not offer animation or gaming design courses, a Degree in Art with a concentration in Graphic Design is excellent preparation for further study in these areas.

The large majority of computer work is done on Mac OS, and it is highly recommended that graphic design majors consider the purchase of a Mac laptop. Software used is centered around Adobe Creative Suite: Photoshop, InDesign, Illustrator, Dreamweaver and Flash.

The Area currently has approximately 100 majors. Because of this small size, students develop strong relationships with both their fellow students and Department of Art faculty members of related disciplines. Current students are interning in places as diverse as Charleston, Atlanta, Florida and California. The West Georgia Student Chapter of AIGA is affiliated with AIGA Atlanta.

Graphic Design is an extremely broad field that offers it's practitioners enormous variety in how they choose to specialize. We encourage students considering this major to devote some time and energy in researching areas of specialty and current trends in the profession. For more information about the profession of graphic design, **visit: www.aiga.org**. AIGA is the American Institute of Graphic Arts, and is the premier professional organization for practicing graphic designers with an international membership of over 20,000. There are sections of this site devoted to "What is Design," Graphic Design Career Guide, Salary Guidelines, Student Chapters, and features articles pertinent to current issues in the profession. AIGA National holds a biannual conference that will be held in Memphis this coming October 2009.

Graphic Design majors at UWG are strongly encouraged to join AIGA (Atlanta Chapter) at a Student Membership rate of \$75 per year. AIGA Atlanta offers many activities specifically targeted to graphic design students and provides resources and programs that support students seeking employment after graduation. It is recommended potential majors also visit their site at: **www.aiga-atl.org** to become familiar with their ongoing programs.

GRAPHIC DESIGN COURSES

UNIVERSITY OF WEST GEORGIA

ART 3401 Graphic Design I: Typography. 3 hrs.

This course is an introduction to communication design with a strong emphasis on typography, developing a fundamental understanding of its structure, history, technology and application of principles of lettering. Through assignments that address the functional and experimental aspects of typography, students explore form and meaning in typographic design. Typographic syntax, concept development and visual hierarchies are stressed. Basic computer skills required for further study in graphic design will also be covered where students learn to manage logical professional work flow through the use of Adobe Illustrator, InDesign and Photoshop. Design history research as it relates to each topic is incorporated.

ART 3402 Graphic Design II: Typography II . 3 hrs.

Word, Image and Visual Organization. Students apply their growing knowledge of the interaction between typography and visual form to specific design circumstances. Design methodology, research, the development of a variety of solutions, the use of a grid system, proper image scanning and resolution issues are emphasized. Students are expected to cultivate and demonstrate a high level of comprehension about the interrelationship between visual form and meaning. Intermediate computer skills required for further study in graphic design will also be covered where students learn appropriate skills in Adobe Illustrator, InDesign and Photoshop. Design history research as it relates to each topic is incorporated. Prerequisite: ART 3401

ART 4403 Graphic Design III: Type and Image. 3 hrs.

Continuation of research in subjects covered in Graphic Design II, in addition to which students will gain a greater understanding of visual logic. Design problems will be studied holistically through projects that stress dynamic relationships among content, form, and context to gain a deeper understanding of design systems and their conceptual development. Special emphasis will be placed on development of sequential design. Design history research as it relates to relevant topics is incorporated. Prerequisite: ART 3402

ART 4404 Graphic Design IV: Branding. 3 hrs.

Logo development, branding and visual identity issues are explored in depth. In this course, students are involved in extended projects exploring identity systems with various applications such as packaging, signage, print and web design. Research and methodology are vital components of the course. Students are expected to continue to refine their knowledge and application of typography and design technology. Design history research as it relates to each topic is incorporated. Prerequisite: ART 4403

ART 4405 Graphic Design V: Portfolio Development. 3 hrs.

Students refine their projects for inclusion in a professional portfolio, and design an identity/brand for themselves. These projects included in the portfolio should represent a variety of essential skills: combination of type and image, organization of large amounts of text in a sequential format, consistent application of brand identity, logo design, and strong conceptual content. Projects include a comprehensive development of a resume, interview portfolio and the home page and several interior pages of a web site intended for self-promotion. Students are expected to develop a comprehensive presentation of their skills for inclusion in a group show at the end of the semester. Design history research as it relates to each topic is incorporated. Prerequisite: ART 4404

ART 4406 Graphic Design VI: Professional Portfolio. 3 hrs.

(take same semester as Capstone ART 4999, 4998)

Students further refine development of professional portfolio, expanding conceptual content. A mini-portfolio will be created that represents a personal and unique statement of each student's design strengths. This mini-portfolio must complement all personal identity pieces developed in Graphic Design V. Common professional practices and interviewing skills are discussed as are technical print production, commercial paper and printing issues. During the course, students are expected to initiate employment applications for an professional internship or entry-level design position. Students are expected to develop a comprehensive presentation of their skills for inclusion in a group show at the end of the semester. Prerequisite: ART 4405

ART 4998: Special Topics, BFA Thesis. 1 hr.

Students work with a committee of faculty members in developing their portfolio and BFA Thesis for group show.

ART 4999: CapStone, 1 hr.

Students work with a committee of faculty members in developing their portfolio and BFA Thesis for group show.

ART 4985: Internship

Students are required to satisfactorily complete a minimum of 135 hours of work in an approved professional environment that will complement their coursework in Graphic Design. Prerequisite: ART 4403

Also required:

Letterpress and Book Arts
Screenprinting