Graphic Design Course Description

GDES 191 Studio Topics in Design
Semester course; 3-9 studio hours. 1-3 credits. May be repeated with different topics for a maximum of 9 credits. Open to non majors. Topical studio focusing on visual exploration and the creation of expressive imagery in conjunction with functional communications. See the Schedule of Classes for specific topics to be offered.

GDES 202 Design Technology I
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: successful completion of the Art Foundation Program. A design foundation workshop that emphasizes skills development and application of design technology: time and project management, visual thinking, image capturing and editing.

GDES 204 Design Technology II
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: Successful completion of the Art Foundation Program. A design foundation workshop that emphasizes skills development and application of design technology: graphic representation, type management and output production.

GDES 205 Design Methods and Processes
Semester course; 2 lecture and 3 studio hours. 3 credits. An in-depth investigation of the theoretical aspects of the design process within the context of designing effective visual communications.

GDES 210 Communication Design Visual Fundamentals
Semester course; 4 lecture and 6 studio hours. 6 credits. Prerequisite: successful completion of the Art Foundation Program. Basic visual and cognitive organizational processes for the practice of communication arts and design are presented through lectures and demonstrated through studio exercises. Includes visual perception and organization, visual problem-solving techniques, and visual ideation.

GDES 211 Typography I
Semester course; 2 lecture and 3 studio hours. 3 credits. An introduction to communication problem solving through the visual medium of language. The fundamentals of typography and typographic design are explored in experimental and practical projects.

GDES 212 Design Form and Communication
Semester course; 2 lecture and 3 studio hours or 4 lecture and 6 studio hours. 3 credits for Richmond; 6 credits for VCUQ. The relationship of form and communication in graphic design is explored through theoretical and applied projects. The impact of typography and imagery and their syntactic relations upon audience and content is stressed.

GDES 213 Typography II
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: GDES 211. An intermediate exploration of typography as an expressive and functional communication vehicle. Emphasis is placed on defining effective design criteria to meet the reader's needs, the communicator's intent and the designer's formal sensibilities.
GDES 214 Imaging I
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: successful completion of the Art Foundation Program. Cannot be taken for credit with COAR 331. A studio course focusing on the use of digital imaging techniques for communication purposes. The processes and techniques for making and working with digital images are explored.

GDES 216 Imaging II
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: GDES 214. A studio course focusing on the creation of visual images for communication purposes. The processes and media for making visual images and the limits of visual literacy are explored.

GDES 252 History of Visual Communication
Semester course; 3 lecture hours. 3 credits. An investigation of contemporary visual communication concepts, media and images, and their role in contemporary society.

GDES 253 Theory and Philosophy of Visual Communication
Semester course; 3 lecture hours. 3 credits. An overview of theoretical and philosophical issues influencing the practice of visual communication design.

GDES 291 Studio Topics in Design
Semester course; 3-9 studio hours. 1-3 credits. May be repeated with different topics for a maximum of 9 credits. Open only to majors in the School of the Arts. Topical studio focusing on visual exploration and the creation of expressive imagery in conjunction with functional communications. See Schedule of Classes for specific topics to be offered.

GDES 300 Creative Strategies
Semester course; 2 lecture and 3 studio hours. 3 credits. A course in which alternative creative communication problem-solving strategies are investigated.

GDES 308 Web Page Design
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: Permission of instructor. A course developing the design of Web sites. Emphasis is placed on the visual design, navigation, development, communication and authoring of Web sites.

GDES 310 Graphic Design: Publications
Semester course; 4 lecture and 6 studio hours. 6 credits. Prerequisite: GDES 212. Pre- or corequisite: GDES 312. An introduction to the design process and applied realization of print-based publications. Considers the form and communication of the printed page from the tradition of print to the organizational principles outside that tradition through lectures, demonstrations and problem solving.

GDES 311 Graphic Design: Interactive Design
Semester course; 4 lecture and 6 studio hours. 6 credits. Prerequisite: COAR 310. Prerequisite: GDES 313 for students attending VCU School of the Arts in Qatar only. Pre- or corequisite: GDES 412. An examination of the conceptual and technical issues involved in the design and production of interactive
documents. The course addresses the possibilities and limitations of computer-generated images, sound and digital video as they relate to visual communication problem solving.

**GDES 315 Time-based Media**
Semester course; 2 lecture and 3 studio hours. 3 credits. Required of the Communication Arts and Design students at the VCU School of the Arts in Qatar. A fundamentals course that introduces the element of time as a design component and surveys the potential applications for motion in visual communication. The intent is to establish a working knowledge of software relevant motion graphics and interactive design. This course establishes the foundation principles for both vector and raster time-based software.

**GDES 330/IDES 330/FASH 330 The Business of Design**
Semester course; 3 lecture hours. 3 credits. Introduces basic global economics and general design business concepts such as the free enterprise system, legal forms of business and financial considerations. Also surveys business and management practices such as planning, decision making, communication, global ethics, marketing, human resources, finance and entrepreneurial skills needed to open a design business.

**GDES 341 Art Direction I**
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: GDES 211 and 228. An introduction to the integrated activities of strategy, conceptual development and design.

**GDES 343 Systems in Design**
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: successful completion of the sophomore GDES courses. The study of systematic and methodological approaches to communication design through the solving of complex problems in visual communication. Emphasis is placed on objective process and research in approaches to various professional situations.

**GDES 345 Print I**
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisites: UNIV 200 or HONR 200 and successful completion of the sophomore GDES courses. An introduction to the design process and applied realizations of print-based materials and outcomes. Addresses the form and communication of the printed page from the tradition of print to the organizational principles outside that tradition. Objectives accomplished through lectures, demonstrations and problem solving.

**GDES 346 Visual Narrative I**
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: successful completion of the sophomore GDES courses. Studio course that introduces the conceptual and technical issues involved in the design and production of sequential documents and time-based compositions. Addresses the possibilities and limitations of the integration of word, image, video and sound as they relate to problem solving in visual communication.

**GDES 347 Interaction I**
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: successful completion of the sophomore GDES courses. An introduction to the conceptual and technical issues involved in the design and production of interactive documents and environments. Addresses the possibilities and limitations
of computer-generated images, sound and digital video as they relate to problem solving in visual communication.

**GDES 356 Studio Management**  
Semester course; 3 lecture hours. 3 credits. A study of business and management factors that relate to creative design. Topics include marketing, structure and organization; financial factors; ethical and legal aspects; and management of design, illustration and photography studios.

**GDES 365 Print II**  
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: GDES 345. An advanced studio course devoted to the study of systematic and methodological approaches to the design process and applied realization of print-based materials and outcomes. Emphasizes rigorous objective and experimental research methods in approaches to various professional situations. Objectives accomplished through lectures, demonstrations and team-based approaches to problem solving.

**GDES 366 Visual Narrative II**  
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: GDES 346. A studio course devoted to the design and production of advanced projects in sequential design, with focus on research, problem definition and team-based approaches to problem solving.

**GDES 367 Interaction II**  
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: GDES 347. A studio course devoted to the design and production of advanced projects in interaction design and experience design with focus on research, problem definition and team-based approaches to problem solving.

**GDES 370/FASH 370/IDES 370 Design History: 20th and 21st Centuries**  
Semester course; 3 lecture hours. 3 credits. Prerequisites: ARTF 105-106. Study of the major theories and styles on communication arts, fashion and interior environments of the 20th and 21st centuries. Contemporary analysis of cultural conditions and the manner in which designers respond to those conditions.

**GDES 391 Lecture Topics in Design**  
Semester course; variable hours. 1-3 credits per semester. May be repeated for a maximum of 9 credits. Topical lectures in design issues and visual communications.

**GDES 392 Research/Individual Study**  
Semester course; 1-2 lecture and 3-6 studio hours. 2-4 credits. May be repeated for credit. Prerequisites: Permission of instructor, approval of faculty adviser and chair. The structuring, research, execution and presentation of an independent project in visual communications under the direction of a faculty adviser. The student will be encouraged to become a self-generating problem seeker and solver with the ability to carry out self-stated goals.

**GDES 407 Senior Project**  
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisites: GDES 321 and 326. An advanced course in the conceptualization, execution, realization and documentation of a portfolio project. Students will be required to create and structure a major project that will develop and test their
conceptual, contextual and technical abilities. Project work will be exhibited, documented or printed. Various drawing, painting and mixed media will be explored. Assignments will incorporate applicable references to the history of art and contemporary developments.

GDES 411 Communication Design: Design Studio
Semester course; 4 lecture and 6 studio hours. 6 credits. Prerequisite: GDES 410. A course in which project situations of professional visual communication offices are approached in an educational context. Problems that represent current visual communication problems are presented.

GDES 412 Typography III
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: successful completion of the sophomore GDES courses. Advanced problems in typographic design with emphasis upon the development of a personal creative approach to form and communication.

GDES 413 Package Design
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisites: GDES 213 and 367. Theoretical and studio investigation of three-dimensional structural principals as they relate to the area of packaging, exhibition and environmental design.

GDES 414 Exhibition and Environmental Graphic Design
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisites: GDES 213 and 366. Study of the presentation of information in large-scale, three-dimensional formats. Exploration of exhibition and environmental design, including developing imagery and typography, understanding the use of "wayfinding" (identification, interpretation and orientation) and human factors, communicating of programmed content.

GDES 415 Communication Design: Motion Graphics
Semester course; 4 lecture and 6 studio hours. 6 credits. Prerequisites: GDES 213 and 366. Required for Communication Arts and Design students at the VCU School of the Arts in Qatar. An exploration of time and motion as it applies to visual communication in non-interactive linear narratives. Examines the basic principles of broadcast and film and covers the integration of motion graphics within these formats.

GDES 416 Motivational Graphics
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisites: GDES 213 and 366. Study in the development of visual communication performance criteria and practical strategies that influence audience attitudes and behavior.

GDES 417 Interdisciplinary Team Design
Semester course; 2-6 lecture and 3-9 studio hours. 3-9 credits. Prerequisites: GDES 213 and 366. Advanced projects in visual communication in which student design teams solve complex problems requiring collaboration.

GDES 418 Design Center
Semester course; 2-6 lecture and 3-9 studio hours. 3-9 credits. Prerequisites: Portfolio review by faculty. Course may be repeated for credit. A professional studio to give students practicum experience working with faculty on self-initiated and client-initiated, real-world design projects.
**GDES 419 Electronic Imaging**
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: GDES 216 or permission of instructor. An advanced exploration into the use of the computer and other electronic peripheral devices in the creation of expressive imagery and functional communications.

**GDES 445 Problem Seeking**
Semester course; 3 lecture hours. 3 credits. A seminar exploring the nature, scope and implications of defining design objectives in terms of limitations, requirements and potentials of a product's implementation, performance and life cycle.

**GDES 470 Senior Seminar**
Semester course; 3 lecture hours. 3 credits. An advanced exploration into the use of the computer and other electronic peripheral devices in the creation of expressive imagery and functional communications.

**GDES 472 Senior Studio**
Semester course; 2 lecture and 3 studio hours. 3 credits. A capstone course oriented toward the creation of a professional portfolio, self-promotional materials and business system. The course culminates in the annual Senior Show.

**GDES 491 Studio Topics in Design**
Semester course; 2 lecture and 3 studio hours. 3 credits. May be repeated for credit. Topical studio focusing on research and experimentation in specialized visual communication media.

**GDES 492 Design Internship**
Semester course; 1-3 credits. May be repeated for a maximum of 3 credits. Prerequisites: Senior standing, 3.0 GPA or permission of the chair. Supervised pragmatic work experiences. Training is provided under the direction and supervision of qualified professional practitioners.

**GDES 567 Visual Interface Design**
Semester course; 3 lecture and 3 studio hours. 4 credits. Prerequisite: Permission of instructor. A course concentrating on the visual design and development of human-computer interface systems. Emphasis is placed on visual design processes and methods in the diverse arena of user interface design.

**GDES 591 Advanced Studio Topics in Visual Communications**
Semester course; 3 or 6 credits. May be repeated for a maximum of 6 credits. Prerequisite: Permission of chair required. Supervised study in cross-disciplinary visual communications research projects to integrate theory with practice. Training is provided under the direction and supervision of qualified professional practitioners and a faculty adviser.

**GDES 610 Visual Communications Workshop**
Semester course; 3 lecture and 3 studio hours. 4 credits. Prerequisite: permission of the graduate director. A studio course focusing on the philosophical, communicative and aesthetic relationships of visual communications problem-solving and the effective articulation of concepts.

**GDES 611 Visual Communications Workshop**
Semester course; 3 lecture and 3 studio hours. 4 credits. May be repeated for a maximum total of 16 credits. Prerequisite: permission of the graduate director. A studio course focusing on the philosophical, communicative and aesthetic relationships of visual communications problem solving and the effective articulation of concepts.

**GDES 612 Research Methods in Visual Communications**
Semester course; 3 lecture and 3 studio hours. 4 credits. Prerequisite: permission of program director. A studio-based examination of design research methods with emphasis place on linking knowledge, comprehension and application of historic and emerging methods of experimentation to generative and iterative studies. The course culminates in the writing and presentation of a research proposal for the second year of study.

**GDES 621 Visual Communications Seminar**
Semester course; 4 lecture hours. 4 credits. May be repeated. A detailed examination of selected theoretical, historical, aesthetic and social areas of concern to the designer. Scholarly research, critical analysis and discussion are expected.

**GDES 631 Visual Communications Teaching Practicum**
Semester course; 1 lecture and 6 practicum hours. 3 credits. Prerequisite: Permission of department chair. Observation, instruction, and practice to develop skills in the design, organization, and conduct of courses in visual communications. Explores multiple teaching strategies, student development, learning styles, and evaluation techniques.

**GDES 692 Visual Communications Research/Individual Study**
Semester course; 6 studio hours. 3 credits. May be repeated. The structuring, research, execution, and presentation of an independent project in visual communications under the guidance of a faculty adviser.

**GDES 698 Research Documentation and Exhibition Design**
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: permission of program director. A studio-based course focusing on the design and production of final research documentation in both book and exhibition formats.

**GDES 699 Directed Thesis Research in Visual Communications**
Semester course; variable hours (three studio hours per credit). 1, 4 or 8 credits. May be repeated for a maximum of 12 credits. Prerequisites: successful completion of 30 credit hours of graduate study and permission of department chair. Supervised investigation and presentation of selected problems in visual communications. Executed under the supervision of a graduate adviser and review committee.