COMMUNICATION DESIGN (ARTC)

ARTC 1301. Introduction to Communication Design. Introduces the field of Communication Design including terminology, creative visual thinking/problem solving, layout design, tools, and materials. Corequisite: ARTC 1302. Prerequisite: ARTC 1301 and ARTF 1302, all with a grade of "C" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours. Grade Mode: Standard Letter

ARTC 1302. Imaging I. An introduction to digital imaging emphasizing visual strategies, techniques, and concepts. Corequisite: ARTC 1301. Prerequisites: ARTC 1301 and ARTF 1302, all with a grade of "C" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours. Grade Mode: Standard Letter

ARTC 2000. Admission Portfolio Review. During this course, students will prepare and present an entry-level design portfolio. Communication Design majors must pass Admission Portfolio Review to gain entrance into the program. Course is repeatable one time. Prerequisites: ARTF 1301 and ARTF 1302, all with a grade of "C" or better.
0 Credit Hours. 0 Lecture Contact Hours. 0 Lab Contact Hours. Grade Mode: Credit/No Credit

ARTC 2303. Typography I. This course introduces the evolution and development of alphabets, letter forms, and typography in relationship to visual expression and communication. Prerequisites: Admission into the Communication Design Program; ARTC 1301 and ARTC 1302, all with a grade of "B" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours. Grade Mode: Standard Letter

ARTC 2304. Conceptual Strategies. Focusses on concept development and ideation strategies through the production of various design forms. Prerequisites: Admission into the Communication Design Program; ARTC 1301 and ARTC 1302, all with a grade of "B" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours. Grade Mode: Standard Letter

ARTC 2305. Visualization and Presentation Techniques. For Interior Design majors only. Introduces rendering techniques, three-dimensional graphics, and digital imaging for visual presentations. Prerequisites: ID 1310; ID 1320; ARTF 1302.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours. Grade Mode: Standard Letter

ARTC 3301. Art Direction I. Students will develop advertising concepts that relate to the creative strategies, marketing platforms, and psychology specific to client-based communication, and the type of media used. Prerequisites: ARTC 3307 and ARTC 3320.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours. Grade Mode: Standard Letter

ARTC 3302. Trademark Design. Focuses on the design process and concept development of trademark design (i.e., logo design, corporate identity, iconographic systems). The class emphasizes incorporating historic and contemporary methodologies and practices of trademark design within the context of the communication design discipline. Prerequisites: ARTC 3307 and ARTC 3320.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours. Grade Mode: Standard Letter

ARTC 3304. Branding Systems. Focuses on the creation and application of integrated brand communication systems. Students will develop comprehensive brand identities, typographic elements and layout designs for print and digital media. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3316, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours. Grade Mode: Standard Letter

ARTC 3307. Interactive Media I. This course introduces web site design, construction, basic user interface design, and explores the elements of HTML and CSS. Prerequisites: ARTC 2303 and ARTC 2304.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours. Grade Mode: Standard Letter

ARTC 3310. Illustration. Introduces media and illustration methods for basic image development. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3316 with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours. Grade Mode: Standard Letter

ARTC 3313. Imaging II. This course uses advanced digital and traditional imaging as it applies to visual and verbal problem solving. The class emphasizes incorporating drawing, photography and appropriated images in order to reinforce and extend the possibilities of sourcing and manipulation of images digitally. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3316 with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours. Grade Mode: Standard Letter

ARTC 3316. Communication Design History Seminar. This course traces communication design history, through examples of social, political, cultural, technological and economic perspectives, from the end of the 19th century to the present. Students examine how past and current design practices, theory and aesthetics inform and shape the discipline of communication design and contemporary society. Prerequisites: ARTC 3307 and ARTC 3320.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours. Grade Mode: Standard Letter

ARTC 3320. Typography II. Introduces advanced issues in page structure and composition, content organization and management, typographic hierarchies, typeface selection, and typesetting. Prerequisites: ARTC 2303 and ARTC 2304.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours. Grade Mode: Standard Letter
ARTC 4000. Senior Exit Review.
A course in which all graduating seniors must participate during their last academic year. Work will be examined and evaluated while displayed in the Exit Review. Corequisite: ARTC 4315. Prerequisites: ARTC 4308 with a grade of "D" or better, and completion of 109 hours.
0 Credit Hours. 0 Lecture Contact Hours. 1 Lab Contact Hour.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Credit/No Credit

ARTC 4200. Senior Show & Review.
Students will be given the guidance and the studio time needed to polish their portfolios and to organize and produce the Communication Design Exit Review. Lectures will focus on best practices for professionals in communication design. Final portfolios will be evaluated while exhibited in the Exit Review. Prerequisite: ARTC 4308.
2 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Grade Mode: Credit/No Credit

ARTC 4302. Art Direction II.
Students develop strategic messages across print, digital, and social media and evaluate how conceptual direction and message must shift to accommodate various media. Students strengthen their verbal and visual conceptual skills and elevate their research abilities to create dynamic advertising campaigns, and unify brand position with communication. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3316, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 4303. Art Direction III.
This course allows students to create art direction projects based on individual professional goals. Faculty will assess each portfolio at the beginning of the course. Students will then address their portfolio content and work to create a body of art direction pieces. Prerequisite: ARTC 4302 with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 4305. Typography III.
Continues the study of letter form, typography, image and concept relationships for effective communication. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3316, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 4306. Environmental Graphic Design.
Introduces a multidiscipline-based design practice centered around exterior and interior built environments. Students examine the visual, theoretical and applied aspects of defining a place through wayfinding, identity and information design. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3316, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 4308. Interactive Media II.
This course explores advanced Web Site design, construction and User Interface design, advanced Web authoring for multiple platforms, and advanced Web typography. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3307 and ARTC 3316, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 4309. Interactive Media III.
Mobile application design. Exploration of User interface design and Experience design for mobile devices. Students will learn to prototype applications that connect the physical and digital worlds. Prerequisite: ARTC 4308 with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 4310. Communication Design Practicum.
Students are placed in regional graphic design firms and advertising agencies to gain professional design/art experience. May be repeated with different emphasis for additional credit. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3316, all with a grade of "D" or better, and completion of 75 hours.
3 Credit Hours. 0 Lecture Contact Hours. 6 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

ARTC 4311. Digital Illustration.
An illustration course using digital media to execute illustrations in a wide range of genres. Emphasis will be placed on developing unique approaches to manipulate traditional illustration techniques through digital means, as well as the creation of original digital illustration solutions. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3316, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 4312. Editorial Illustration.
The study of traditional and digital illustration techniques for editorial publication assignments. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3316, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 4313. Communication Design Special Problems.
An independent study requiring complex problem solving in Communication Design. Goals and objectives will be outlined in a written format. May be repeated with different emphasis for additional credit. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3316, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

ARTC 4314A. Animation.
The study and practice of various animation techniques. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3316, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter
ARTC 4314B. Legal Issues in Communication Design.
This course introduces students to the business and legal issues relating to communication design. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3316, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

ARTC 4314D. Digital Video.
This course introduces issues in digital video production and editing. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3316, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

ARTC 4314E. Motion Graphics.
This course introduces issues and applications in the production of motion graphics and special effects for digital video. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3316, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

ARTC 4314F. Character Development for Illustration.
This course emphasizes basic skills of character/plot development and storytelling, action and background drawing and development of characters in unique styles. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3316, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

ARTC 4314G. Illustration Techniques and Materials.
A beginning illustration course focusing on learning to render with specific illustration techniques, including traditional black and white line and tone styles, watercolor and acrylic painting techniques and other materials such as collage, scratchboard painting and monoprint styles. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3316, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

ARTC 4314H. Poster Design.
Exploration and experimental usage of the written word integrated with visual imagery by using digital and traditional photographic, illustration, and other graphic elements utilized in poster design. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3316, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

ARTC 4314I. Learning from the Land of Design.
The intent of this course is to broaden the students’ understanding of the rich culture of Italian design from the Renaissance to modern Italy. Additionally, the student will learn how intense observation of design principles through sketching, photography and keeping a journal, becomes a method for design inspiration and problem solving. Prerequisites: ARTC 2303 and ARTC 2304, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter

ARTC 4314J. Package Design.
Students will explore designed packaged consumer goods while meeting industry and governmental requirements, principles, and guidelines, and sustainability in the context of the global marketplace. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3320, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

ARTC 4314K. Introduction to Hand Painted Signs and Lettering.
This course explores the historic underpinnings, proven techniques, materials and iterative processes associated with hand painted signs and lettering.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

ARTC 4314L. Guerilla Art Direction.
This course examines guerilla advertising art direction strategies. Students will develop non-traditional advertising concepts that promote social causes, consumer products, and public events. Guerilla creative strategy concepts will integrate various types of media including social and mobile interactions with the targeted audiences.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

ARTC 4314M. Design Portfolio Preparation.
Design Portfolio provides students with a published ePortfolio that demonstrates unique problem-solving skills by design thinking methods, well-defined messaging, systems thinking, expansion of sophomore and junior projects, creation of one new project system, clearly stated project briefs and narratives, and exceptional final portfolio execution. Prerequisites: ARTC 2303 and ARTC 2304 and ARTC 3301 and ARTC 3303 and ARTC 3307 and ARTC 3320, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
ARTC 4314N. Design For Experiences.
This course addresses the creation of user experiences informed by research, customer empathy, experience mapping, and design thinking. Projects involve creating research and problem framing documents, user flow and system diagrams, pattern libraries, and experience prototypes. Students also study design and innovation roles at enterprise scale companies and independent consultancies. Prerequisite: ARTC 2303 and ARTC 2304 and ARTC 3301 and ARTC 3303 and ARTC 3307 and ARTC 3320, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

ARTC 4314O. Entrepreneurial Design.
Students will focus on the interconnection between entrepreneurial thinking and innovation. They will develop innovation-driven venture skills and will gain open and critical thinking skills with a focus on community, understanding of calculated risk and the initiative to follow-through. Prerequisite: ARTC 2000, ARTC 1301, ARTC 1302; all with grades of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

ARTC 4314P. Design Research.
Design Research provides students with an applied foundation in the role of research and analysis in the communication design discipline. Prerequisite: ARTC 2000, ARTC 1301, ARTC 1302, ARTC 2303, and ARTC 2304; all with grades of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

ARTC 4315. Senior Portfolio Presentation and Self-Promotion.
This capstone course focuses on preparations for entry into professional practice via production of a final portfolio presentation; creation of a resume, business card, and self-promotions; and preparation for the interview process. This course is to be taken concurrently with Exit Review during the final semester before graduation. Prerequisites: ARTC 4308 and completion of 90 hours.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 4316. Book Design.
This course will cover concept and content development, design, and execution of single edition and limited edition books through lectures, demonstrations, and studio work. Emphasis placed on creativity, problem solving, organizational ability, technical precision, and independent work ethic. Prerequisites: ARTC 3301 and ARTC 3303 and ARTC 3316, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 5199B. Thesis.
This course represents a student's continuing thesis enrollments. The student continues to enroll in this course until the thesis is submitted for binding.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit

ARTC 5299B. Thesis.
This course represents a student's continuing thesis enrollments. The student continues to enroll in this course until the thesis is submitted for binding.
2 Credit Hours. 2 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit

ARTC 5300. Graduate Assistant Development.
This course is required as a condition of employment for graduate teaching and instructional assistants. It will provide in-service training and evaluations of instructional philosophies, techniques and responsibilities. This course does not earn graduate degree credit.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Graduate Assistantship|Exclude from Graduate GPA
Grade Mode: Leveling/Assistantships

This course may be taken only to fulfill communication design background. Students will acquire knowledge and graphic design skills necessary for advanced studies. This course does not earn graduate degree credit. Prerequisites: Consent of the graduate advisor. Repeatable with different emphasis.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from Graduate GPA|Leveling
Grade Mode: Leveling/Assistantships

ARTC 5310. Art Direction.
Advanced in-depth instruction involving conceptual principles, design, copy strategies, and branding methods in print, broadcast, and e-commerce advertising art direction and design. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 5313. Communication Design Advanced Problems.
An independent study in communication design, which requires students to pursue complex design problems. Goals and objectives will be outlined in a written format. May be repeated with different emphasis for additional credit. Prerequisite: Permission of instructor.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 5320. Web Design.
Students will research, create, and produce advanced online products for Internet. Emphasis is placed on information architecture, interface design, and navigation constructs in order to produce unique online communications. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 5321. Digital Imaging.
Exploration and experimental usage of digital black and white and color imagery utilizing non-traditional approaches to image making. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
ARTC 5322. Word and Image.
Exploration and experimental usage of the written word integrated with visual forms by using digital and traditional photographic, illustrated, and graphic media. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 5330. Typography.
This course examines the traditional and experimental advanced usage of type and its relationship to the symbolic or communicative message. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 5331. Corporate Identity Systems.
Students explore complex corporate and institutional identity systems. Concept, design, program continuity, and branding in the marketplace will be emphasized. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

This course will explore advanced development of typographic elements, layout grid constructs, photo-imagery, and illustration for publication of corporate marketing materials. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 5333. The Experimental Book.
Students explore the experimental printed book including concept, design, and unique production such as unique binding methods. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 5340. Contemporary Issues and Criticism.
This course examines emerging issues in graphic design and design criticism, primarily from the turn of the 21st century to the present. Students will learn to analyze and critique graphic design, and will produce a work of critical writing.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 5341. Modernism and Design.
This course explores the modernist movement in design, as it emerged in Europe and America in the early twentieth century. Topics include: visual cultural theory, the origins of modernism, Dada, Constructivism, DeStijl, the Bauhaus, and American modernism.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 5342. Postmodernism and Typography.
This course explores the relationship between form and content through the lens of graphic design and typography from the 1960s through 1990s, with a focus on postmodernism. Topics include: new wave and experimental typography, design authorship, appropriation, deconstruction, narrative structures, and new media.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 5343. Communication Design Seminar.
This course examines communication design research methods, modes of practice, and models of the creative process. Students will engage in individual research inquiries, in order to develop the topic for their master's thesis in Communication Design.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 5350. Special Problems in Communication Design.
An independent study requiring complex problem-solving in communication design. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 5360C. Environmental Graphic Design Systems.
This course will explore complex corporate, consumer, and institutional environmental systems. Concept, design, program continuity, and environmental graphic design systems (EGDS) in the marketplace will be emphasized. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter

ARTC 5360D. Typeface Design.
This course explores the detailed anatomy of typefaces in order to design custom typefaces through various applications. Students with an advanced knowledge of typography will research detailed type anatomy as well as historical and cultural typographic constructs. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter

ARTC 5360E. Sustainable Packaging Design.
Students will explore the role of sustainable package design in context to meeting the requirements of clients and consumers in the global marketplace. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter

ARTC 5360F. Communication Design Business Strategies.
In this course, the student will be exposed to the principles of project, studio, marketing, and business development management as it relates to the business operations of a communication design studio. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter
ARTC 5360G. Interactive Design.
This course explores the concept of interactivity in all its form, from the digital to the physical as it relates to communication design. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter

ARTC 5360H. Mobile and Social Media.
In this course, the student explores the implications of social networking and mobile communications in contemporary communication design. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter

ARTC 5360I. Editorial Design.
This course develops typographic skills pertaining to page layout through the use of functional and aesthetic type and its application within the digital environment. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Topics
Grade Mode: Standard Letter

ARTC 5360J. International Perspective in Typography.
This course studies the international perspectives of typography. This course requires a field trip abroad and will conclude with an extensive communication design assessment based upon the field trip experience. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Topics
Grade Mode: Standard Letter

ARTC 5360K. Data Visualization.
This course explores methods of combining visual aesthetics with real data to create meaningful and at times complex visualizations. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Topics
Grade Mode: Standard Letter

ARTC 5360L. User Experience Design.
This course explores advanced concepts in user-centered mobile applications, Web site, and operating system interface design. Students will solve design problems that take into account a holistic view of the user and how they interact with software. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter

ARTC 5360M. Design for Social Impact.
This course will provide a platform to explore the ways that design processes can be applied in order to enable positive social change. The course reconsiders the role of the designer in the context of the social sector. Repeatable up to 3 times when the area(s) of emphasis change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter

ARTC 5360N. Alternative Printing Methods.
This course will explore hands-on printing methods for designers. Letterpress, screen-printing and other alternative printing methods will be explored to visually express design concepts. Repeatable up to 3 times when the area(s) of study change.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Topics
Grade Mode: Standard Letter

ARTC 5360O. Kinetic Typography.
Students will study the creation of moving typography as an extension of typography and animation. The history and development of typography and motion graphics in art will be examined. Students will engage in innovative development of kinetic typography using current digital technology combined with experimental techniques. Repeatable up to 3 times for credit.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Topics
Grade Mode: Standard Letter

ARTC 5360P. International Design Student Synergy Project.
Students will collaborate with students from the MFA program at the Jade Hochschule in Wilhelmshaven. This course requires a one-week stay in Wilhelmshaven, Germany. It will conclude with an extensive communication design project that showcases the research done abroad. Students will research German Design values while on location and discuss with German design students, while also presenting American design values. Restricted to students enrolled in the MFA Communication Design major.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Topics
Grade Mode: Standard Letter

ARTC 5360Q. Experience Design.
Students will learn how the evolution of computing information has changed the role of technology and experience designers. Students will generate a variety of Web and Mobile applications using Artificial Intelligence as the core technology. Restricted to Communication Design MFA majors.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Topics
Grade Mode: Standard Letter

ARTC 5360R. Entrepreneurial Design.
Students will focus on the interconnection between entrepreneurial thinking and innovation. They will develop innovation-driven venture skills and will gain open and critical thinking skills with a focus on community, understanding of calculated risk and the initiative to follow-through.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Topics
Grade Mode: Standard Letter

ARTC 5360S. Design Futures.
Students will translate technological and socioeconomic issues into the near future. They will explore the role of design in solving or coping with the consequences of today’s actions. The course will prepare students to think critically about the role of design in the evolution of humankind.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Topics
Grade Mode: Standard Letter
ARTC 5370. Professional Practice.
Students are placed in regional and national advertising agencies, digital media studios, or graphic design firms to gain professional practice experience. Repeatable once for credit.
3 Credit Hours. 0 Lecture Contact Hours. 5 Lab Contact Hours.
Grade Mode: Standard Letter

ARTC 5399A. Thesis.
The course represents a student's initial thesis enrollment. No thesis credit is awarded until the student has completed the thesis in ARTC 5399B.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit

ARTC 5399B. Thesis.
This course represents a student's continuing thesis enrollments. The student continues to enroll in this course until the thesis is submitted for binding.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit

ARTC 5599B. Thesis.
This course represents a student's continuing thesis enrollments. The student continues to enroll in this course until the thesis is submitted for binding.
5 Credit Hours. 5 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit

ARTC 5999B. Thesis.
This course represents a student's continuing thesis enrollments. The student continues to enroll in this course until the thesis is submitted for binding.
9 Credit Hours. 9 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit