

# GRAPHIC DESIGN (GPH)

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## **GPH 110 Design Foundations - 3 Hours**

An introduction to core principles in design and visual thinking including foundational themes such as color, form, material, and composition. Students will increase their familiarity with relevant graphic design software. Computer laboratory fee. Delivery mode: Deerfield traditional undergraduate.

## **GPH 140 Drawing for Design - 3 Hours**

A study of drawing fundamentals and the use of drawing as a tool for visual communication. Beginning with technical instruction on rendering techniques that cover the basics of form, scale, perspective, and representation, the course introduces projects that require students to explore the use of drawing as a method of presenting ideas visually and crafting finished works of design. Supply fee. Delivery mode: Deerfield traditional undergraduate.

## **GPH 150 Topics in Graphic Design - 3 Hours**

Selected topics of general interest in the area of graphic design. May be repeated with a different topic. Computer laboratory fee. Offered on demand for Deerfield traditional undergraduate. Delivery mode: Deerfield traditional undergraduate.

## **GPH 210 Tangible Design - 3 Hours**

A continuation of the study of foundations of design with particular focus on designing for print media. Students will examine how audiences are identified and then targeted with visual communication in outlets such as brochures, posters, and magazines. Students will continue to increase their familiarity with graphic design software. Computer laboratory fee. Prerequisite: GPH 110. Delivery mode: Deerfield traditional undergraduate.

## **GPH 260 Typography - 3 Hours**

An introduction to typography including type history, typefaces, type selection, layout, the use of type in effective designs, and creative approaches to using type. Computer laboratory fee. Prerequisite: GPH 110. Delivery mode: Deerfield traditional undergraduate.

## **GPH 310 Interaction Design - 3 Hours**

This course builds on design concepts and skills from previous courses with an emphasis on interactive media. Topics include navigation, information architecture, development of effective interfaces, and kinetic typography. Computer laboratory fee. Prerequisite: GPH 210. Delivery mode: Deerfield traditional undergraduate.

## **GPH 385 Digital Storytelling - 3 Hours**

An examination of how stories are told in Internet contexts using a combination of tools such as writing, photography, video, and design. Computer laboratory fee. Delivery mode: Deerfield traditional undergraduate. Prerequisite: GPH 110.

## **GPH 410 Design Systems - 3 Hours**

This course focuses on advanced visual thinking and systematic approaches to graphic design with an emphasis on branding, identity systems, and generative participation. Computer laboratory fee. Prerequisites: GPH 210 and GPH 260. Delivery mode: Deerfield traditional undergraduate.

## **GPH 445 Internship - 3 Hours**

Participation in an internship, preferably outside the college community, that involves 45 hours of supervised work in the graphic design field for every credit hour. Prerequisites: GPH 210 and GPH 260. May be repeated for up to six hours of credit. Delivery mode: Deerfield traditional undergraduate.

## **GPH 450 Independent Study - 1-4 Hours**

Research and specialized study to meet the needs of individual students. Prerequisite: consent of the instructor. Offered on demand for Deerfield traditional undergraduate. Delivery mode: Deerfield traditional undergraduate.