

GRAPHIC DESIGN

The graphic design major focuses on visual communication, theoretical concepts, practical skills, and contemporary tools involved in effective design for print and digital media. Major themes and topics include meaning making, social responsibility, foundational principles of design, and historical and theological considerations in the field. During their time at Trinity, students in the graphic design major will have opportunities to hone their skills in professional settings, work in a variety of media, and develop a professional portfolio.

Program Outcomes:

Students graduating with a Bachelor of Arts degree in *Graphic Design* will be able to:

- Learn digital and physical tools of graphic design and apply them to digital and physical making
- Identify basic components of design and implement them in successful visual solutions
- Understand and explain why examples of design are effective using relevant vocabulary
- Execute accomplished designs that meet the technical demands of specific print-based media and/or digital media
- Understand the historical significance of major stylistic movements, trends, and designers in graphic design history and their influence on society
- Execute accomplished designs that fulfill the stated needs of a client, competently implementing client feedback and art direction
- Learn and implement successful executive functions related to project and time management

| Code | Title | Hours |
|--|---|-------|
| Software | | |
| GPH 105 | Foundational Design Software | 3 |
| GPH 205 | Intermediate Design Software | 3 |
| GPH 305 | Advanced Design Software | 3 |
| Studio | | |
| GPH 110 | Design Foundations | 3 |
| GPH 140 | Drawing for Design | 3 |
| GPH 210 | Tangible Design | 3 |
| GPH 230 | Introduction to Photography | 3 |
| GPH 260 | Typography | 3 |
| GPH 310 | Interaction Design | 3 |
| GPH 410 | Design Systems | 3 |
| GPH 490 | Capstone and Exhibition | 3 |
| Electives | | |
| A minimum of 3 hours elective credit from the following: | | 3 |
| GPH 150 | Topics in Graphic Design | |
| GPH 240 | Calligraphy and Lettering | |
| GPH 250 | Studio Topics in Graphic Design | |
| GPH 271 | Introduction to Web Design | |
| GPH 320 | Design Studio I/Digital and Physical Projects | |
| GPH 385 | Digital Storytelling | |
| GPH 440 | Portfolio | |

Contextual

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| GPH 160 | Design and Society | 3 |
| GPH 360 | Design History | 3 |
| Professional | | |
| GPH 445 | Internship | 3 |
| Supporting Courses | | |
| A minimum of 3 hours from the following | | 3 |
| BUS 111 | Principles of Management | |
| BUS 113 | Principles of Marketing | |
| BUS 310 | Personal Finance | |
| BUS 332 | Topics in Marketing | |
| BUS 334 | Advertising | |
| BUS 388 | Digital Analytics | |
| CS 120 | Computer Programming I | |
| CS 220 | Computer Programming II | |
| COM 112 | Speech | |
| COM 120 | Introduction to Communication | |
| COM 140 | Introduction to Public Relations | |
| COM 204 | Mass Communication | |
| COM 210X | Business Communication | |
| COM 255 | Writing for Publication | |
| COM 281 | Social and Interactive Media Strategies | |
| COM 334 | Group and Organizational Communication | |
| Recommended Courses | | |
| GPH 390 | Graphic Design Project | |

Total Hours **48**

GPH 105 Foundational Design Software - 3 Hours

An introduction to current industry standard design software, such as the Adobe Creative Cloud, with a focus on desktop publishing and layout using Adobe InDesign as well as image-making and photo manipulation using Adobe Photoshop. Computer laboratory fee. Offered every fall semester for Deerfield traditional undergraduate. Delivery mode: Deerfield traditional undergraduate.

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. 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. Offered spring of even years for Deerfield traditional undergraduate. Delivery mode: Deerfield traditional undergraduate.

GPH 150 Topics in Graphic Design - 1-3 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 160 Design and Society - 3 Hours

Focusing on the role of designers in larger society, this course includes discussions of theory, history, research and social design practices. Design and Society is a combination of both conceptual and project-driven learning, including research and written responses. Delivery mode: Deerfield traditional undergraduate.

GPH 205 Intermediate Design Software - 3 Hours

Intermediate use of software including InDesign and Photoshop. Introduction and intermediate use of Adobe Illustrator in the creation of digital design and vector art. Prerequisite: GPH 105. Computer laboratory fee. Offered every spring 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. Computer laboratory fee. Prerequisite: GPH 105 and GPH 110. Delivery mode: Deerfield traditional undergraduate.

GPH 230 Introduction to Photography - 3 Hours

An introduction to historical, technical and conceptual aspects of photography. Emphasis is placed on concept, personal artistic development, exposure, composition, color and light, digital editing and workflow, and considerations for output in digital and print media. Students must have access to a digital SLR camera. Computer laboratory fee. Delivery mode: Deerfield traditional undergraduate.

GPH 240 Calligraphy and Lettering - 3 Hours

Covers practical and creative uses of calligraphy, lettering principles, techniques, and functions. Focus is placed on the development of the Roman alphabet, historic approaches to both flat pen and pointed pen calligraphy and modern applications of lettering. Supply fee. Offered spring of odd years. Delivery mode: Deerfield traditional undergraduate.

GPH 250 Studio Topics in Graphic Design - 3 Hours

Thematic studio projects in the area of graphic design with a specialized approach not offered elsewhere in the graphic design curriculum. May be repeated with a different topic. Supply fee. Offered on demand for Deerfield traditional undergraduate. 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 105. Delivery mode: Deerfield traditional undergraduate.

GPH 271 Introduction to Web Design - 3 Hours

An introduction to the basics of website design including HTML, CSS, and web design standards. Students will engage in hand-coding while exploring site design models and creating web pages. Computer laboratory fee. Offered every other spring for Deerfield traditional undergraduate. Prerequisite: GPH 105 and 205. Delivery mode: Deerfield traditional undergraduate.

GPH 305 Advanced Design Software - 3 Hours

Advanced topics in InDesign, Photoshop, and Illustrator. Introduction to Adobe Acrobat, AfterEffects, and other industry-standard software. Specific software focus will vary. Course can be retaken for up to 6 hours with a different software emphasis. Open only to Graphic Design majors and minors as well as Communication majors in the Contemporary Media emphasis. Prerequisite: GPH 105 and GPH 205. Computer laboratory fee. Offered spring of even years for Deerfield traditional undergraduate. 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 320 Design Studio I/Digital and Physical Projects - 3 Hours

Applied design projects that allow for exploration of approaches to design across a variety of self-selected media. Students in this course are encouraged to develop a personal approach to design through a process of research, making, evaluating, presenting, and reflecting on their work. Creative strategy, content, technique, media, and subject matter will vary based on the semester and the students. Prerequisite: GPH 210 and GPH 260. Computer laboratory fee. Offered spring of odd years. Delivery mode: Deerfield traditional undergraduate.

GPH 360 Design History - 3 Hours

This survey course examines the beginnings of graphic design, how graphic design has changed over time and how graphic design intersects with other areas of the visual arts. Topics include examinations of significant designers as well as important historical and technical developments. 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.

GPH 390 Graphic Design Project - 1-2 Hours

Participation in an instructor-approved, supervised graphic design project either on or off campus. Student must produce a final project in print or interactive media. Prerequisite: GPH 210. May be repeated for up to six hours of credit. Delivery mode: Deerfield traditional undergraduate.

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. Prerequisite: GPH 310. Delivery mode: Deerfield traditional undergraduate.

GPH 440 Portfolio - 3 Hours

Students will develop professional portfolios using previous projects or creating new ones. Portfolio presentation techniques and critiques of both portfolio content and presentation will be included. Computer laboratory fee. Prerequisite: GPH 310 and GPH 271. 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. Satisfies the professional experience requirement for the graphic design major. Prerequisite: GPH 210. 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.

GPH 490 Capstone and Exhibition - 3 Hours

Students will propose and execute an original project, culminating in a final exhibition and portfolio presentation. Project will be accompanied by a written component. GPH 440 should be taken prior to or concurrently with GPH 490. This course fulfills the IDS 499X Integrative Thought Capstone requirement for students in the Graphic Design major. Computer laboratory fee. Delivery mode: Deerfield traditional undergraduate.