Digital Design (DES)

Courses

DES 1100. Intro to Digital Design. 3 Hours.
Introduces software and principles related to digital design and visual communications, and the creation and reproduction of art. Teaches how to create and modify digital images, illustration, and page layout using current design software and printing techniques. FA, SP.

DES 1300. Design I. 3 Hours.
For students pursuing a degree in Computer and Information Technology. Explores the elements of design from which advertising, computer graphics, and graphic arts are structured by building awareness and skill in creating designs, using the concepts of composition, proportion, alignment, contrasts, white space, typography, eye movement, and element control, emphasizing the value of these concepts to communicate ideas. Course fee required. FA, SP.

DES 1610. Screen Printing. 3 Hours.
For students interested in the screen printing industry on the commercial level. Includes hands-on experiences for printing on various substrates using photographically/mechanically generated stencils, reproducing images with computers for positive reproduction, and multi-color screen printing on fabric. Instruction includes the use of vector image editing software. Offered based upon sufficient student need.

DES 2100. Design Thinking. 3 Hours.
An introduction to design thinking, an empathy-based, human-centered, and rapid prototype-driven methodology for innovation. Students will explore challenges such as the creation of new products, technological innovation, services, business models, experiences, processes and/or systems through the design thinking process. FA, SP.

DES 2300. Design II. 3 Hours.
An intermediate level course that expands the skills and knowledge acquired in Design I. The course emphasizes practical assignments that examine applied problem solving and professional solutions for graphic designers. Specific themes/topics for the course include visual grouping and hierarchy, visual identity development and application of Gestalt theory. Prerequisites: DES 1100 and DES 1300 (both Grade C- or higher). Course fee required. FA, SP.

DES 2600. Creative Imaging. 3 Hours.
For students pursuing a degree in Computer and Information Technology. Hands-on introduction to computer photo-manipulation and designing graphics on the computer, emphasizing tools and techniques used for editing and retouching photographs and creating original images with photo-like qualities for use in advertising, web publishing, and interactive multimedia projects. Assignments require access to specific programs on either Macintosh or Windows platforms. FA, SP.

DES 2710. Typography I. 3 Hours.
Study of basic layout, lettering, type design, identification of styles, and typographic history. Students learn how to use type as a basic element of graphic communication, how the use of different typefaces visually communicate a desired effect, and fundamental terminology of type specification. Consists of lectures, quizzes, and ongoing typographically-related projects intended to be of portfolio-quality. Dual listed with ART 2710 (students may take only one course for credit). Course fee required. Prerequisite: DES 1300 (Grade C- or higher). FA, SP.

DES 2800. Digital Publishing. 3 Hours.
For students pursuing a degree in Computer and Information Technology. A hands-on introduction to page-layout software and publishing for print and multi-media. Students will learn to create multi-page documents including text and images, edit those documents and prepare them for publication. Course fee required. Prerequisite: DES 1300 (Grade C- or higher). FA, SP.

DES 3100. Interaction Design. 3 Hours.
For students pursuing an emphasis in Digital Design or Web Design and Development, or other students interested in interaction design and user interface design. Covers interaction design, with an emphasis on user interface and experience (UI/UX) design as a design process. Students will learn how to perform user research, develop user stories, and implement user testing. Students will also learn the process of user interface design, including crafting user flows, site mapping, sketching, wire-framing, prototyping, and creating mock-ups. Students will design user interfaces for web and mobile applications, and learn the specific principles and techniques used for each. Dual listed with WEB 3100 (students may take only one course for credit). Prerequisites: DES 2600 (Grade C- or higher); AND DES 2710 (Grade C- or higher); AND WEB 3400 (Grade C- or higher). FA.

DES 3300. Intro to Digital Video Editing. 3 Hours.
For students pursuing a degree in Computer and Information Technology. Introduces essentials of editing video and audio with computers, including TV/video production applications, multimedia authoring, and/or Internet video streaming. Also includes digitizing video and audio from analogue or digital sources, selecting footage from source clips, constructing transitions, titling, creating and using alpha channel or other matte techniques, plus other special effects. Course fee required. Prerequisites: DES 2300 (Grade C- or higher); AND DES 2600 (Grade C- or higher). SP.

DES 3400. Information Design. 3 Hours.
Introduction to the field of information design, data visualization, infographics and instructional materials. Students will explore information design problems in both stand-alone and system applications; digital (interaction) media, print, and environmental communication. Prerequisites: DES 2710 OR ART 2710 (Grade C or higher). SP.
DES 3600. 3-D Visualization. 3 Hours.
For students pursuing an emphasis in Visual Technologies; also open to other interested students. Introduces three-dimensional modeling and rendering techniques on
the computer, including various modeling processes, defining and applying textures, assembling scenes, and rendering images, which are applicable to realistic package
and product designs, as well as exciting graphics for desktop or Internet publishing projects. Assignments require access to specific programs on either Macintosh or
Windows platforms. Course fee required. Prerequisites: DES 2300 (Grade C- or higher); AND DES 2600 (Grade C- or higher). FA.

DES 3650. 3-D Animation. 3 Hours.
For students pursuing a degree in Computer and Information Technology. Companion course to DES 3600, covers aspects of 3D animation design, storyboarding,
character development, and animation rendering of 3D models suitable for broadcast or composite video use. Maya 3D software will be used to create multiple
short animation projects individually and in teams. Includes rigid/soft body animation solvers, dynamic particles, deformation and effects fields, IK/FK rigging, and
multi-frame rendering output, use of key frames, ease in/ease out controls, the timeline, realistic modeling techniques, set lighting, shadows, multi-layer surfacing,
photorealistic rendering, and video formats for final output. Dual listed with ART 3650 (students may only take one course for credit). Prerequisites: DES 3600 or ART
3610 (Grade C- or higher). SP.

DES 3710. Typography II. 3 Hours.
Covers typography as a functional and experimental medium and typeface design. Students develop typographic solutions that explore verbal/visual messages in
designs for publication through design problem-solving for a diverse range of specifications, including audience, client needs, and budget constraints, using traditional
and digital tools. Dual listed with ART 3710. Student may only take one course for credit. Course fee required. Prerequisite: DES 2710 or ART 2710 (Grade C- or
higher). FA.

DES 3780. Prepress & Print Production. 3 Hours.
Overview of desktop publishing and digital imaging on the prepress industry. Topics include input and output, correct creation of digital files, data storage, proofing
methods, and relevant terminology/communication with prepress and printing professionals. Also acquaints students with the variety of jobs offered in the field, file
evaluation, and much more. Field trips to printers and other prepress service providers reinforce lectures/projects. Course fee required. Dual listed with ART 3780
(students may take only one course for credit). Prerequisite: DES 2300 (Grade C- or higher) and DES 2600 (Grade C- or higher). SP.

DES 3800. Branding. 3 Hours.
Explores the history, psychology and purpose of corporate identity programs and the role of communication design in the current corporate environment by analyzing,
investigating, and reporting on current company corporate objectives and target markets and then designing a sound multifaceted identity program. Prerequisite: DES
2300 (Grade C- or higher) AND DES 2710 (Grade C- or higher). Course fee required. FA.

DES 4600. Senior Project. 3 Hours.
For students pursuing a degree in Computer and Information Technology. Emphasizes application of skills to commercial projects through design of or contribution to
various private sector or university internet projects, print, and multimedia projects. Includes portfolio development. Course fee required. Prerequisite: Senior standing.
SP.

DES 4650. Publication Design. 3 Hours.
For students pursuing a degree in Computer and Information Technology. Explores creative, functional, and aesthetic aspects of editorial design with emphasis on page
layout. Students will focus on the significance of consistency and thematic continuity, developing aesthetic awareness, and integrating design principles. Students will
refine and further develop visual judgment in the arrangement of type and images to effectively convey visual messages. Dual listed with ART 4650. Students may only
take one course for credit. Course fee required. Prerequisites: DES 2300 AND DES 2600 (Grade C- or higher). SP.

DES 4690R. Independent Research. 1-3 Hours.
For students pursuing an emphasis in Digital Design with advanced standing who wish to pursue a specific focus of study related to their degree emphasis and/or
research interest not otherwise available in the current Digital Design curriculum. Students are closely supervised by appropriate faculty in the design and successful
completion of the course. The course is dependent upon a formal contractual arrangement with the faculty member that is submitted at the beginning of the semester in
which coursework is undertaken, and is contingent upon the department chair's approval. Students meet with the faculty mentor each week and provide progress reports
for feedback. Students are required to meet the university requirement of 45 hours of work per credit. Variable credit 1.0 - 3.0. Repeatable up to 3 credits subject to
graduation restrictions. Course fee required. Prerequisite: Instructor permission. Offered by arrangement.

DES 4920. Internship. 3 Hours.
For students pursuing a degree in Computer and Information Technology. Designed to integrate Digital Design students into working environments that increase
aptitude, skills, and networking. The internship setting will nurture a mentor learning relationship with the student, and assist them in preparation for after graduation.
Prerequisite: Instructor permission. FA, SP, SU.

DES 4990. Seminar in Digital Design. 3 Hours.
For students wishing instruction that is not available through other regularly scheduled courses in this discipline. Occasionally, either students need some type of non-
traditional instruction, or an unanticipated opportunity for instruction presents itself. This course may include standard lectures, travel and field trips, guest speakers,
laboratory exercises, or other nontraditional instruction methods. Repeatable for credit as topics vary, up to 6 credits. Course fee required. Prerequisite: Advanced
standing. Offered by arrangement.