

# KANSAS CITY ART INSTITUTE

A four-year college of art and design

## Fall Schedule 2007: Graphic Design

Graphic design is a large and growing profession in demand in the global communications world. In addition to an emphasis on traditional skills and production methods, the program allows students to gain an understanding of design process and research. Students are equipped with strong skills in visual form, process, and content development. The department stresses collaborative work within a studio environment.

Visual problem-solving is the spine of the graphic design curriculum and is prioritized in a suite of sequential classes that build relationships between the design school, arts, humanities, and sciences. The methodology emphasizes the design process by combining aspects of form studies, making meaning, theory, and technique into each assignment. Courses and faculty have planned synergies that develop the essential skills in students to identify and solve problems in physical, cognitive, social, and cultural contexts. Graduates are prepared for sustainable careers in the broad field of graphic design with multiple points of entry.

Sophomores, juniors, and seniors are enrolled in a three-credit-hour major studio each semester in which essential design capabilities are developed. This approach builds from the momentum and course structure that students experience during the foundation (freshman) year. Four typography courses supplement studios, as well as electives that address color and drawing, photography, design research, human factors, design for spaces, design responsibility, information architecture, and graphic multimedia. Internships and field education are supported and encouraged, with faculty resources devoted to finding appropriate placement for students. Workshops in professional practice are offered to build skills in portfolio development and job seeking.

### GRAPHIC DESIGN - RECOMMENDED CURRICULUM

All Students In The School Of Design Must Participate In The Mandatory Laptop Buy.

<u>Sophomore Year</u>	<u>Fall</u>	<u>Spring</u>
Sophomore Studio: Graphic Form	3.0	0.0
Sophomore Studio:		
Visual Communication	0.0	3.0
Color and Drawing Systems	3.0	0.0
Typography I: Letterforms	3.0	0.0
Typography 2: Type and Meaning	0.0	3.0
Image Making	0.0	3.0
History of Graphic Design	3.0	0.0
Studio Elective	0.0	3.0
Liberal Arts	<u>3.0</u>	<u>6.0</u>
	15.0	18.0

It is strongly recommended that students take a design history course their second semester.

<u>Junior Year</u>	<u>Fall</u>	<u>Spring</u>
Junior Studio: User Experience	3.0	0.0

Junior Studio: Spatial Experience	0.0	3.0
Sound + Motion	3.0	0.0
Typography 3: Typographic Sys	3.0	0.0
Typography 4: Advanced Typo	0.0	3.0
Information Architecture	0.0	3.0
Studio Elective	3.0	3.0
Liberal Arts	<u>3.0</u>	<u>6.0</u>
	18.0	18.0

It is strongly suggested that students take an internship in graphic design during the summer months of the junior/senior years. Internships may not be pursued while traditional course credits are being earned.

<u>Senior Year</u>	<u>Fall</u>	<u>Spring</u>
Senior Studio: Design Systems	3.0	0.0
Senior Studio: Degree Project	0.0	3.0
Visual Language	3.0	0.0
Professional Practice	3.0	0.0
Visual Advocacy	0.0	3.0
Graphic Multimedia Studio	0.0	3.0
Open Elective	3.0	3.0
Liberal Arts	<u>3.0</u>	<u>6.0</u>
	15.0	15.0

## SOPHOMORE PROGRAM

### DESN 230 Studio: Visual Communications

3.0 credit hours

#### PREREQUISITE: 1st semester Sophomore Studio: Graphic Form

Building on formal theories and concepts learned in color, drawing and graphic form, students will advance into solving visual communication problems. Formal and conceptual generation processes will be applied in hand and computer skills. The logic of proportion, grid and structure will be presented in existing design systems, and facilitate consistency in a developing aesthetic system. Students will begin to explore the integration of two-dimensional language on the three-dimensional surface. The synthesis of form and content will result in a cohesive and clear communication system, concentrating on image without type.

-01	Gray	DSB 103	M 8:00 am-10:50 am W 11:30 am-2:20 pm
-02	Gray	DSB 103	F 8:00 am-10:50 am M 11:30 am-2:20 pm

### DESN 263 Photo & Image Making

3.0 credit hours

#### Required for all graphic design majors: laptop

#### Prerequisite: foundation studies

#### Course level: sophomore, graphic design only

-01	Kidwell	DSB 101	F 8:00 am-10:50 am M 11:30 am-2:20 pm
-02	Kidwell	DSB 101	F 11:30 am-2:20 pm W 8:00 am-10:50 am

### DESN 288 Typography 2: Type & Meaning

3.0 credit hours

#### Prerequisite: Typography 1: Letterforms

This course allows students to explore the role that typography can play in shaping the form and content of communication. Through a series of exercises that introduce letterforms in relation to images, texture, color, and hierarchy, students will explore a variety of design problems and build skills in communicating meaning.

-01	Eppelheimer	DSB 104	F 11:30 am-2:20 pm W 8:00 am-10:50 am
-02	Eppelheimer	DSB 104	M 8:00 am-10:50 am W 11:30 am-2:20 pm

## JUNIOR PROGRAM

### DESN 325-01 Junior Studio: Spatial Experience

3.0 credit hours

#### PREREQUISITE: 1st semester Junior Studio: User Experience

This studio course will build on principles established in User Experience, and explore human experience in the surrounding spatial sense. Point of view, physical navigation and interaction will all be addressed in relation to communication within, for and with space.

Nemer	DSB 102	M 11:30 am-2:20 pm F 8:00 am-10:50 am
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**DESN 383-01 Typography: Advanced IV****3.0 credit hours****Prerequisite: Typography 3: Typographic Systems**

As the last in the sequence of required type courses, students will study the interpretation of visible language systems and explore typographic expression. Projects will integrate accumulated typographic knowledge with form, image, sequence and narrative. The course will allow students to develop their own content and to communicate individual perspectives through writing and research.

Kidwell

DSB 102

M 8:00 am-10:50 am

W 11:30 am-2:20 pm

**DESN 387-01 Information Architecture****3.0 credit hours****Prerequisite: Sound and Motion in Graphic Design**

This course will introduce the basic concepts and methods of information architecture -- the ordering structuring and relating of data. Today's designers coordinate the world's information and serve as guides to knowledge by crafting clear communication through visual means. We use our visual and organization skills to create understanding. Explore the structure of digital communications, space, orientation and navigation methods, as well as theories on how audiences receive information in time-based media.

Gray

DSB 102

W 8:00 am-10:50 am

F 11:30 am-2:20 pm

**SENIOR PROGRAM****DESN 425-01 Graphic Multi Media Studio****3.0 credit hours**

The principles of sound, motion and interactivity in time-based graphic multimedia will be applied to a series of digital projects in this studio. This will serve as a capstone course, with pre-existing knowledge of digital programs enabling faster and more complex generation of concepts.

Eppelheimer

DSB 104

M 11:30 am-2:20 pm

F 8:00 am-10:50 am

**DESN 435-01 Visual Advocacy****3.0 credit hours****Prerequisite: Senior Studio I: Design Systems**

What does it mean to be a designer in the global consumer culture of over-branded, corporate-driven products? Theories of design responsibility and accountability will guide our discussion. Although historical in scope, the course will focus on identifying ways that designers have used the tension between design and business to mobilize a critique of both. Examine how we can be socially and politically-active designers, how design can be more than a service to clients and how we can invoke change.

Galloway

DSB 101

M 8:00 am-10:50 am

W 11:30 am-2:20 pm

**DESN 495-01 Senior Studio: Degree Project****3.0 credit hours****PREREQUISITE: Senior Studio 1: Design Systems**

