

KANSAS CITY ART INSTITUTE

A four-year college of art and design

Fall Schedule 2010: 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 two - 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 the studios that address color and drawing and form, the photographic image, design research, human factors, spatial and user experience design, 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>
Soph Studio: Graphic Form & Vis Comm 1	3.0	0.0
Soph Studio: Visual Communication 2	0.0	3.0
Color, Drawing, Form	3.0	0.0
Typography 1	3.0	0.0
Typography 2	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>
Jr. Studio: User Experience	0.0	3.0
Jr. Studio: Visual Language	3.0	0.0
Jr. Studio: Narrative in Sound + Motion	3.0	0.0
Typography 3	3.0	0.0
Typography 4	0.0	3.0
Jr. Studio: 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>
Sr. Studio: Design Systems	3.0	0.0
Sr. Studio: Spatial Experience	0.0	3.0
Multimedia Experience	3.0	0.0
Professional Practice	0.0	3.0
Visual Advocacy	3.0	0.0
Degree Project	0.0	3.0
Open Elective	3.0	3.0
Liberal Arts	<u>3.0</u>	<u>6.0</u>
	18.0	15.0

Junior Program

DESN 300 Visual Language

3.0 credit hours

This course content will focus on meaning and representation in visual and verbal language to further clarify the visual communications process.

-01 Gray	DSB 100	M 11:40 am - 2:20 pm F 11:40 am - 2:20 pm
-02 TBA	DSB 103	M 8:00 am - 10:40 am W 11:40 am - 2:20 pm

DESN 340 Narrative in Sound + Motion

3.0 credit hours

Explorations in this course will focus on time-based communication through sequence, rhythm, pacing, sound, narrative, and progression. The sequential and temporal possibilities of graphic design can influence and shape meaning in many ways. Demonstrations and lectures will build a working knowledge of current tools and techniques using storyboarding techniques, sound, and key frame editing. The basic principles of Flash will give life to the storyboard process, and allow the graphic designer to manipulate time as a communicative element.

-01 Galloway	DSB 102	W 8:00 am - 10:40 am F 8:00 am - 10:40 am
-02 Galloway	DSB 104	M 11:40 am - 2:20 pm F 11:40 am - 2:20 pm

DESN 360 Typography 3

3.0 credit hours

This course will present more complex problems of typography including hierarchy, grid structures and typographic systems in complex documents. Key information design principles and graphic diagramming methods will be presented and applied to typographic interpretations or information content.

-01 Kidwell	DSB 100	M 8:00 am – 10:40 am W 11:40 am – 2:20 pm
-02 Kidwell	DSB 100	W 8:00 am – 10:40 am F 8:00 am – 10:40 am

Senior Program

DESN 405 Senior Studio: Design Systems

3.0 credit hours

In this course, students will develop a broad overview of complex design problems from practical and theoretical perspectives. Course content will focus on larger scale communications programs involving identity and branding systems in several media, including print, web, environmental signage, exhibitions and packaging. The projects stimulate inquiry from the student's unique personal interests and allow exploration of various concept development strategies. Scheduled

