

KANSAS CITY ART INSTITUTE

A four-year college of art and design

Spring Schedule 2012: 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: Visual Communication 1	3.0	0.0
Sophomore Studio: Visual Communication 2	0.0	3.0
Color, Drawing & Form	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	0.0	3.0
Sound + Motion	3.0	0.0
Visual Language	3.0	0.0
Typography 3: Typographic Systems	3.0	0.0
Typography 4: Advanced Typography	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>
	15.0	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
Spatial Experience	0.0	3.0
Professional Practice	0.0	3.0
Visual Advocacy	3.0	0.0
Graphic Multimedia Studio	3.0	0.0
Open Elective	3.0	0.0
Liberal Arts	<u>3.0</u>	<u>6.0</u>
	15.0	15.0

SOPHOMORE PROGRAM

DESN 230 Studio: Visual Communications 2

3.0 credit hours

Prerequisite: 1st semester Sophomore Studio: Visual Communications 1

Building on formal skills and concepts learned in the previous semester, students will solve a comprehensive communication problem. Students will build upon formal and conceptual generation processes as well as learn and apply basic communications theory. The logic of proportion and structure will facilitate consistency, flexibility and legibility in developing a design system. The synthesis of form and content will result in a cohesive and clear system that is manifest in a 2D language that is expanded systematically across various surfaces, time-based and spatial applications.

-01 Kidwell DSB 104 MW 8:00 am – 10:40 am

DESN 235 Applied Communication Theory

3.0 credit hours

The course content will focus on meaning and representation in visual and verbal language to further clarify the visual communications process. Theories of communication, making meaning, semiotics, rhetoric and modes of appeal will be examined through lectures, readings, and discussions. A series of exercises will lead to practical implementation through conceptualization, visualization and graphic form development. Historic and current design artifacts will be researched and analyzed to expand an understanding of how messages are encoded by designers and decoded by the audiences of graphic design. Reading, writing, verbal and critical skills will be developed throughout the semester.

-01 Gray DSB 102 M 11:40 am – 2:20 pm
F 8:00 am – 10:40 am

DESN 288 Typography 2: Type & Meaning

3.0 credit hours

Prerequisite: Typography 1: Letterforms

This typography 2 studio offers an in-depth examination of the principles of typography with emphasis on typographic composition and hierarchy. This course enables student exploration of the role that typography plays in shaping the form and content of communication. Through a series of studio exercises that introduce letterforms and text in relation to images, texture, color, hierarchy and grid structures, students will explore a variety of design problems and build skills in communicating visual meaning.

-01 Lane DSB 102 WF 11:40 am – 2:20 pm

JUNIOR PROGRAM

DESN 305 Junior Studio: User Experience

3.0 credit hours

This studio explores the capability of graphic design to create an experience for the user, whether purely visual, or possibly tangible. The dialogue between designer and audience is studied, for the purpose of pragmatic and appropriate design decisions. Class exercises will push initial experimentation through the sense of touch, with special consideration to human factors. Two-dimensional design knowledge will be unified with the three-dimensional object. Individual writing, design research tools and methods will further the student's understanding of user experience.

-01	Gray	DSB 101	WF	11:40 am – 2:20 pm
-02	Gray	DSB 101	MW	8:00 am – 11:40 pm

DESN 383 Typography 4: Advanced Typographic Systems

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 visual 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.

-01	Chapin	DSB 104	M	11:40 am – 2:20 pm
			F	8:00 am – 10:40 am
-02	Chapin	DSB 104	WF	11:40 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.

-01	Lane	DSB 103	MW	8:00 am – 10:40 am
-02	Lane	DSB 103	M	11:40 am – 2:20 pm
			F	8:00 am – 10:40 am

SENIOR PROGRAM

DESN 415 Professional Practice

3.0 credit hours

This course will further prepare the student for entry into the workforce upon graduation. Each student will share their recent internship experience in a formal presentation to the class. Resumes, cover letters and portfolios will be reviewed and revised. Information regarding current design practice and opportunities will be a valuable resource for each student.

-01 Chapin DSB 102 MW 8:00am –10:40 am

DESN 400 Spatial Experience

3.0 credit hours

This studio course builds upon 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.

-01 Kidwell DSB 103 WF 11:40 am – 2:20 pm

DESN 495 Senior Studio: Degree Project

3.0 credit hours

Prerequisite: Visual Advocacy, Senior Studio 1: Design Systems

The Senior Degree Project will focus on each student's unique topic, in what will serve as the culmination of the graphic design undergraduate education. The degree project will be addressed both theoretically and practically, through extensive research, writing, visual experimentation, class discussion, and personal insight.

-01 Kidwell DSB 101 M 11:30 am – 2:20 pm
F 8:00 am – 10:40 am

DESNE 435 Visual Advocacy

3.0 credit hours

CASLE 435 Visual Advocacy

What does it mean to be a designer in a global consumer culture of 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. Students will examine how we can be socially and politically-active designers, how designers can author and initiate their own projects, and how we can invoke change.

-01 Galloway DSB 101 T R 8:00 am – 10:40 am

DESNE 312 Typography for the Artist**3.0 credit hours**

The visual form of written words plays a vital role in not only common objects like resumes and websites but in many forms of art. This course will visually explore both the pragmatic and expressive potential of letters and words. Exercises are designed to equip artists with an understanding of letterforms and their anatomy: including design, classifications, history, making font selections, basic hierarchy, layout, and digital typesetting tools. Students will leverage their preferred art medium as a vehicle to execute projects and meaningfully integrate typographic fundamentals into their work.

-01 Jones

DSB 102

T R 2:30 pm – 5:20 pm

DESNE 325 Online Presence for the Artist**3.0 credit hours**

This course is designed to help artists of all disciplines establish a public online presence. It is a workshop studio in which students, in class, will explore a variety of methods for self-promotion through the latest online tools and venues to create a personal online presence. This course is taught by a practicing design professional experienced in online publishing, exhibition design and the promotion of artists. Each student's outcome will be tailored to that individual's art practice. We will also explore online tools for producing printed portfolios and promotional material. There will be moderate expenses associated with web and print production. A laptop with Adobe Photoshop (any version) is required.

-01 Gaynor, Rose DSB 101

T R 6:00 pm – 8:50 pm