

# KANSAS CITY ART INSTITUTE

A four-year college of art and design

## Spring 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 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 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	MF 8:00 am – 10:40 am
-02	Gray	DSB 103	W 8:00 am – 10:40 am F 11:40 am – 2:20 am

### **DESN 263 Photo & Image Making**

**3.0 credit hours**

#### **Prerequisites: Color and Drawing Systems for Graphic Design, Sophomore Studio 1: Vis. Comm.**

This course introduces photographic techniques and processes for creating imagery and meaning through the lens. Technical information, demonstration and practice will expand the student's range of visual expression. Narrative, manipulation of the visual message, and the temporal qualities of the medium will be explored both in making photographs, and also in analyzing existing photographic work. From the photogram to the digital printout, the captured image holds vast communicative properties, which can add to the visual tools used in graphic design.

Required for all graphic design majors: laptop and 35mm camera or digital camera.

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

### **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 103	MW 11:40 am – 2:20 pm
-02	Eppelheimer	DSB 104	MF 8:00 am – 10:40 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 Kidwell DSB 102 MW 11:40 am – 2:20 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 Galloway DSB 102 MF 8:00 am – 10:40 am

### **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 Eppelheimer DSB 102 W 8:00 am – 10:40 am  
F 11:40 am – 2:20 pm

## 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 100	W 8:00 am – 10:40 am F 11:40 am – 2:20 pm
-02	Diamond	DSB 100	MF 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 101	MF 8:00 am – 10:50 am
-02	Kidwell	DSB 101	W 8:00 am – 10:50 am F 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	Chapin	DSB 100	MW 11:30 am – 2:20 pm
-02	Gray	DSB 101	MW 11:30 am – 2:20 pm