

GRADUATE GRAPHIC DESIGN

The Graduate Program in Graphic Design will provide a highly competitive academic environment for candidates interested in combining current practices with pursuing a master's degree in graphic design. This program has three individual themes from which to study: typography and type design, social responsibility of the designer in society, and advancing the discipline through theory and innovation.

DEPARTMENT GOALS

Students in Graduate Graphic Design will

- *Describe a trajectory of past and current design projects that inform his/her practice.*
- *Conceive, design, and execute a successful body of work that advances the candidate's practice and reflects current trends in the disciplines.*
- *Demonstrate the ability to frame questions, devise appropriate methodologies for answering them, and evidence an ongoing perspective of critical inquiry.*
- *Successfully communicate the goals of their thesis and their relationship to the candidate's future practice.*
- *Demonstrate an awareness of the importance of design pedagogy to the practice of contemporary graphic design.*
- *Propose and implement further documentation, representation, or expressions of the candidate's final project.*
- *Demonstrate creativity and the power of effective communication through their work.*
- *Explore in writing aspects of graphic design that are important to the field and visual arts in general.*

GRADUATE GRAPHIC DESIGN (PRIMARY)

First Year		Summer	Spring
GRDS 500	Seminar I	6.0	--
AHCS 577	Contemporary Graphic Design Issues	3.0	--
GRDS 620	Studio Topics Typography and Type Design	2.0	--
GRDS 630	Studio Topics: Social Responsibility of the Designer	2.0	--
GRDS 640	Studio Topics: Advancing the Discipline	2.0	--
GRDS799	Directed Studies	--	7.5
Credits per Semester		15.0	7.5
Second Year		Summer	Spring
GRDS 600	Seminar II	6.0	--
GRDS 650	Visiting Artists Critique	2.0	--
AHCS 576	Theory and Criticism	3.0	--
GRDS 621 *	Studio Topics: Typography and Type Design	2.0	--
GRDS 631 *	Studio Topics: Social Responsibility of the Designer	2.0	--
GRDS 641 *	Studio Topics: Advancing the Discipline	--	
GRDS 799	Directed Studies	--	7.5
Credits per Semester		15.0	7.5
Third Year		Summer	
GRDS 700	Seminar III	6.0	
GRDS 790	Final Project	4.0	
AHCS 578	Special Topic in Design	3.0	
GRDS 622 **	Studio Topics: Typography and Type Design	2.0	
GRDS 632 **	Studio Topics: Social Responsibility of the Designer	--	
GRDS 642 **	Studio Topics: Advancing the Discipline	--	
Credits per Semester		15.0	

* Students must choose two of these courses.

** Students must choose one of these courses.

GRADUATE GRAPHIC DESIGN (ALTERNATE)

First Year		Summer	Spring
GRDS 500	Seminar I	6.0	--
AHCS 577	Contemporary Graphic Design Issues	3.0	--
GRDS 620	Studio Topics Typography and Type Design	2.0	--
GRDS 630	Studio Topics: Social Responsibility of the Designer	2.0	--
GRDS 640	Studio Topics: Advancing the Discipline	2.0	--
GRDS700	Seminar III	--	3.0
GRDS799	Directed Studies	--	9.0
Credits per Semester		15.0	12.0
Second Year		Summer	Spring
GRDS 600	Seminar II	6.0	--
GRDS 650	Visiting Artists Critique	2.0	--
GRDS 621 *	Studio Topics: Typography and Type Design	2.0	--
GRDS 631 *	Studio Topics: Social Responsibility of the Designer	2.0	--
GRDS 641 *	Studio Topics: Advancing the Discipline	--	
GRDS 700	Seminar III	--	3.0
GRDS 799	Directed Studies	--	6.0
AHCS 576	Theory and Criticism	--	3.0
Credits per Semester		12.0	12.0
Third Year		Summer	
GRDS 790	Final Project	4.0	
GRDS 622 **	Studio Topics Typography and Type Design	2.0	
GRDS 632 **	Studio Topics: Social Responsibility of the Designer	--	
GRDS 642 **	Studio Topics: Advancing the Discipline	--	
AHCS 578	Special Topic in Design	3.0	
Credits per Semester		9.0	

* Students must choose two of these courses.

** Students must choose one of these courses.

GRADUATE GRAPHIC DESIGN (ACCELERATED)

First Year		Summer	Fall (off-site)	Spring
GRDS 500	Seminar I	6.0		
GRDS 620	Studio Topics: Typography and Type Design	2.0		
GRDS 630	Studio Topics: Social Responsibility of the Designer	2.0		
GRDS 640	Studio Topics: Advancing the Discipline	2.0		
GRDS 650	Visiting Artist Crit	2.0		
AHCS 576	Theory and Criticism	3.0		
GRDS 799	Directed Studies		8.0	7.0
GRDS 600	Seminar II			6.0
AHCS 577	Contemporary Graphic Design Issues			3.0
GRDS 622	Studio Topics: Type			2.0
Credits per Semester		17.0	8.0	18.0
Second Year		Summer		
GRDS700	Seminar III	6.0		
GRDS 622 **	Studio Topics:Typography and Type Design	2.0		
GRDS 632 **	Studio Topics: Social Responsibility of the Designer	2.0		
GRDS642 **	Studio Topics: Advancing the Discipline	--		
GRDS790	Final Project	4.0		
AHCS578	Special Topics in Design	3.0		
Credits per Semester		17.0		

* Must be recommended by MFA portfolio committee.

** Students must choose two of these courses.

Seminar I/II/III

GRDS500/600/700 — 6 credits/6 credits/6 credits

In this three-term course sequence, all graduate students work on project-specific assignments. Faculty and visiting artists provide the opportunity for in-depth discussion, and conceptual and formal investigation. The intention of this course is to find focus and specialization in the program.

Typography and Type Design

GRDS620/621/622 — 2 credits/2 credits/2 credits

The projects assigned use theory, methodology, and personal interests to expand student knowledge of typography and its role within graphic design. Each section will host a visiting type designer who will workshop with the students and establish the beginnings of designing a typeface.

Social Responsibility of the Designer in Society

GRDS630/631/632 — 2 credits/2 credits/2 credits

This course defines “social responsibility” as a nuanced and contextual idea, one whose meaning is constantly evolving and whose manifestations shift between cultures and generations. Specific project topics and themes rotate by semester. All projects will involve an intensive research component that includes both informational and formal/visual research (collecting and making).

Advancing the Discipline through Theory and Innovation

GRDS640/641/642 — 2 credits/2 credits/2 credits

Students will cultivate personal working methodologies, and develop and test them throughout the course. Careful examinations of current/previous design vanguards with particular attention to the relationship between method and form. Students will produce a series of projects and will be critiqued throughout the semesters by peers and faculty/guest faculty.

Visiting Artist Critique

GRDS650 — 2 credits

This course offers one-on-one studio critiques with visiting artists. The focus is on the individual student’s practice. In-depth discussion with artists and designers give students the opportunity to strengthen their conceptual and aesthetic development.

Directed Study: Mentorship (Spring Semester)

GRDS799 — 3.5 - 9 credits

Students produce academic texts related to design, which are historical, critical, and/or theoretical. Through mentorship, students will begin to establish a body of work that can and should contribute to contemporary design discourse. Communication via digital technologies, telephone, or face-to-face meetings all contribute to the mentorship process. Publication material in digital or analog form is required.

Directed Study: Developing a Typeface (Spring Semester)

GRDS799 — 3.5 - 9 credits

Students interested in designing typefaces, will work closely with a type designer over the spring session to create their own typeface. Research, thorough formal investigations, and conceptual development play a critical role. Students are encouraged to choose a mentor whose thinking, work ethic, and craft are inspirational and will undoubtedly shape their own practice.

Final Project

GRDS790 — 4 credits

This course focuses on assisting students as they research, produce, and complete their final project. Guided by faculty, classmates, and visiting artists, all MFA candidates seek to solidify their place in the field of graphic design by initiating a project that redirects, reestablishes, and challenges the practice as it is today.

Theory and Criticism

AHCS576 — 3 credits

A diversity of critical approaches to twentieth and twenty-first century design are situated historically while introducing current themes and debates in contemporary design practice and related disciplines.

Contemporary Graphic Design Issues

AHCS 577 — 3 credits

This course is total immersion into the field of graphic design. Not only will current and critically important figures be covered but students will be given tools to use in their practice to ensure that they are up-to-date what is going on in the discipline on a global scale. In addition, students will be taught how to engage visiting artists in dialogue so that when there are lectures, the discussions are vibrant and memorable for all parties.

Considering Final Project

AHCS578 — 3 credits

Visiting Lecturers and Visiting Scholars who offer unique perspectives will be asked to design this special topics course to meet the needs of the candidates who are in their final stages of the program.

Visual Language

GRDS660 — 2 credits

This course is an advanced exploration of form-making and the relationship among image-making mediums, narrative structures, and communication. A process-intensive course, all project deliverables and outcomes are open-ended. Formal explorations are intended to expand possibilities for the final outcome of a graphic design project. The success of project outcomes is evaluated based on content and context-specific criteria. (Open to undergraduates based on portfolio review or departmental consent).

Research and Writing

GRDS662 — 2 credits

This course is aimed at helping students define, analyze, and develop research skills. The course emphasizes critical thinking and writing, and the role of the citizen designer in the twenty-first century.

Publication Design as Critical Practice

GRDS663 — 2 credits

Expanding on the fundamental principals and theories of typography, Grad Publication will further explore the formal and conceptual articulation of systems and structure as it relates specifically to publication design and typography. By understanding both historical and contemporary design typologies, students will expand on their own area of interest, and design a book through visual research, rigorous formal explorations and a critical point of view. Students will not only be required to have a complete understanding of grid structures by the end of the term, he or she will begin to form a critical approach to their own design practice.