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## DESIGN COURSES

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### **DESN20101 VCD 1: Intro. to Graphic Design**

<b>01 Enrique Colon</b>	<b>M/W</b>	<b>08:00-10:45</b>	<b>West Lake 230</b>
<b>02 Sarah Martin</b>	<b>M/W</b>	<b>11:00-01:45</b>	<b>West Lake 230</b>

*Prerequisites:* 2-D Foundations. MATERIALS FEE

This introductory course explores the origins, concepts and processes affecting traditional and contemporary graphic design. Laboratory activities introduce and implement computer and print technology for the creation of original design projects. 3 credits

### **DESN20115 VCD 2: Typography**

<b>01 Brian Edlefon</b>	<b>T/R</b>	<b>03:30-06:20</b>	<b>West Lake 226</b>
<b>02 Sarah Martin</b>	<b>M/W</b>	<b>02:00-04:45</b>	<b>West Lake 226</b>

*Prerequisites:* DESN20101. MATERIALS FEE This advanced course in visual communication is for students interested in the art of typography, its history, & the use of type as a critical element in the world of graphic design. 3 credits

### **DESN20120 VCD 3: Web Design**

<b>01 Miriam Moore</b>	<b>M/W</b>	<b>11:00-01:45</b>	<b>West Lake 219</b>
<b>02 Andre Murnieks</b>	<b>T/R</b>	<b>12:30-03:15</b>	<b>West Lake 219</b>

*Prerequisites:* DESN20101. MATERIALS FEE

Exploration of on-line interactive communications for web enabled platforms including desktop and mobile devices. Application of user-centered design principles to hierarchical and navigational structures, interface, web typography, imagery, sound, and motion through a series of exercises and projects. Survey of technological aspects to web site design, development and production. 3 credits

### **DESN20200 ID: Design Drawing**

<b>01 Robbin Forsyth</b>	<b>M/W</b>	<b>11:00-01:45</b>	<b>West Lake 224</b>
<b>02 George Tisten</b>	<b>T/R</b>	<b>09:30-12:15</b>	<b>West Lake 224</b>

*Open to all students.* MATERIALS FEE

This cross-disciplinary course in rapid sketching and rendering technique serves studio art, design, and architecture. The course is intended for students entering studio practice for the first time as well as for advanced students who wish to deepen their visualization & illustration skills. . 3 credits

### **DESN20201 ID: Intro. To Product Development**

<b>Wendy Uhlman</b>	<b>T/R</b>	<b>12:30-03:15</b>	<b>West Lake 204</b>
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*Prerequisites:* DESN20200. MATERIALS FEE

This foundation 3-D design studio begins as a natural extension of Basic Design. Students are encouraged to think and work in three-dimensional media. A series of fundamental design problems are assigned during the course of the semester. Emphasis is placed on the transformation of imagination from mind to paper to model. Computer-aided design (CAD) is also introduced into assignments. 3 credits

### **DESN20203 - Design Matters: Introduction to Design Thinking**

<b>Ann-Marie Conrado</b>	<b>T/R</b>	<b>02:00-03:15</b>	<b>Riley 200</b>
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Traditionally, design has been used to connote the process by which the physical artifacts of the objects and communications around us come into being. But over the last decade, design has come more and more to describe not only the development of objects but the process by which one shapes the interactions and experiences of people with the systems, services and organizations around us. A deeply human approach to problem solving, design thinking highlights one's ability to intuitive This course will follow a series of overlapping modules that will introduce the student to the various iterative steps employed in the design thinking process and becoming familiar with the tools and methodologies employed. The course will feature a hybrid seminar format with lectures and case studies followed by hands-on exercises and practical applications of the theories in the form of team projects. At the conclusion of the course, students should be able to articulate the tenants of the design thinking process and apply those methodologies to problems of a variety of disciplines from science and engineering to business and the liberal arts. 3 credits

**DESN 20204 Design Research Practices****Ann-Marie Conrado****T/R****09:30-12:15****West Lake 230**

Prerequisite: Design Matters (DESN 20203)

With an orientation towards problem identification and the translation of research insights into implications informing the design process, students will learn how to develop a research plan and deploy an array of research methods including interviews, observation, shadowing, contextual inquiry, participatory observation and co-creative development. The course combines lecture with studio practice, with student teams engaging in human-centered, project-based work, sponsored by outside corporate organizations and non-profit social entities. *This course is offered every semester and is open to Collaborative Innovation Minors and Design Majors.*

**DESN 21102 VCD Software Tutorial****Enrique Colon****Tuesdays only****08:30-10:00 PM****West Lake 219***Co-requisites: DESN 21101.*

This one-credit course will focus on Adobe Creative Suite software. The class will meet one evening per week throughout the course of the semester. Programs and topics to be covered will be Adobe Photoshop, InDesign, Adobe Illustrator, proper file preparation, font access and usage. 1 credit

**DESN 21202 ID: Digital Visualization Lab****TBD****Mondays only****06:00-7:00 PM****WLH Annex 100**

*Co-requisites: DESN 21200.* This one-credit course will focus on Adobe Creative Suite software. The class will meet one evening per week throughout the course of the semester. Programs and topics to be covered will be Adobe Photoshop, InDesign, Adobe Illustrator, proper file preparation, font access and usage as well as others. 1 credit

**DESN 21203 - D ThinkLab****Ann-Marie Conrado****Mondays only****07:00-09:00 PM****West Lake 226**

This once weekly lab session is a mandatory requirement for students enrolled in the Design Thinking course. These sessions focus on practical application of the topics and materials presented in class with students working in teams to employ techniques and methodology on assigned projects. This hands-on lab will have students exploring the research, brainstorming, ideation, iterative prototyping and presentation techniques that lead to creative innovation and disruptive breakthroughs applicable to students of any discipline. 3 credits

**DESN 30140 VCD 7: Interaction Design****01 Andre Murnieks****T/R****03:30-06:15****West Lake 204****02 Andre Murnieks****T/R****03:30-06:15****West Lake 204**

*Prerequisites: Section 01 for majors - DESN 20101 or DESN 20201. Section 02 for MCI minors - DESN 20203*  
MATERIALS FEE

Evaluation, design and simulation of user interaction with a computer or product interface. Development of interfaces through wireframes, sketches, renderings, illustrations, modeling and animatic sequences. Exploration of user testing and research methods for generative, participatory and evaluative stages of design. 3 credits

**DESN 30203 ID: Industry Practice****Michael Elwell****M/W****11:00-01:45****West Lake 226**

*Prerequisites: DESN-20201 And DESN-30205\* Or DESN-30209.* MATERIALS FEE. This course exposes Art and Design students to common low and high production manufacturing processes. Students use these methods to execute their own original designs. Students are introduced to plastic thermoforming, injection molding, sheet and profile extrusion, blow-molding, rotational molding, reaction-injection, molding and open mold laminating. Metal processes include roll forming, foundry sand casting, die-casting, extrusion, stamping, anodizing & plating. 3 credits

**DESN 30204 ID: Product Design Research**

**Scott Shim** T/R **12:30-03:15** **West Lake 226**

*Prerequisites: DESN20201 and (DESN31205 or ARST11100) and ARST11601. MATERIALS FEE*

This course exposes Art and Design students to common low and high production manufacturing processes. Students use these methods to execute their own original designs. Students are introduced to plastic thermoforming, injection molding, sheet and profile extrusion, blow-molding, rotational molding, reaction-injection, molding and open mold laminating. Metal processes include roll forming, foundry sand casting, die-casting, extrusion, stamping, anodizing, and plating. 3 credits

**DESN30209 ID: Digital Solid Modeling**

**01 Michael Elwell** M/W **08:00-10:45** **West Lake 204**

**02 Michael Elwell** M/W **02:00-04:45** **West Lake 204**

*Pre-requisite: DESN20201 Co-requisite: DESN31212 MATERIALS FEE* This course is an introduction to various digital design techniques and workflows used by industrial designers. Students will explore design processes integrating digital tablet sketching and computer-aided design (CAD) in order to develop and effectively communicate design concepts. The course is aimed at students seeking to expand their 3-D visualization skills into a digital medium. Software introduced will include Autodesk Sketchbook Pro and Solidworks 3-D. 3 credits

**DESN31207 ID: Materials and Processes Lab**

**Scot Shim** T/R **03:30-04:45** **West Lake 224**

*Co-requisite: DESN30204 MATERIALS FEE* This lab introduces students to the materials and means of production they will likely encounter as industrial designers. Knowledge learned through lectures, directed readings, and tours of local manufacturing facilities will be applied to the research project deliverable of the ID: Product Design Research course. 1 credit

**DESN31212 ID: Rapid Prototyping Lab**

**Kerstin Strom** **Mondays only** **06:00-07:00 PM** **West Lake 204**

*Co-requisite: DESN30209* The Rapid Prototyping evening tutorial sessions will enable students making physical 3D prototypes from digital files that are virtually modeled in the ID: Digital Solid Modeling or ID: Digital 3D courses. Instruction in file preparation and safe machine operation will lead to prototype output from a CNC milling machine, 3D printer and digital laser cutter. 1 credit.

**DESN40100 VCD 8: Design for Social Good**

**TBD** T/R **09:30-12:15** **WLH Annex 100**

*Prerequisites: DESN30100 or DESN40102. MATERIALS FEE* This advanced course in visual communication illustrates how design can make a demonstrable difference by informing and educating the public. Class projects focus on design's ability to affect positive social change. The class also benefits students who intend to pursue the field of graphic design after graduation, preparing them both creatively and technically for professional practice by focusing on research-based assignments. These projects will allow students to address various issues affecting contemporary society while simultaneously building their portfolio. 3 credits

**DESN40101 VCD 9: Design for professional practice: Environmental graphics**

**Brian Edlefson** T/R **12:30-03:15** **West Lake 224**

*Prerequisite: DESN40100 MATERIALS FEE*

Development of environmental graphics and design systems for three-dimensional spaces. Work collaboratively to adapt design skills for the built environment, connecting people to the spaces they navigate and inhabit through visual messaging. Emphasis placed on developing skills for professional practice, including portfolio preparation and presentation. 3 credits

**DESN40201/60201 ID: Collaborative Product Development**

**Scott Shim** T/R **09:30-12:15** **West Lake 226**

This cross-disciplinary course will develop and harness useful innovation through an association of expertise from business/marketing, management entrepreneurship, chemistry, engineering, anthropology, graphic

design, and industrial design. Collaborating teams of graduate and undergraduate students will engage several product development cycles, beginning with an identification of need or opportunity and concluding with comprehensive proof of concept, tests of function, specified manufacturing processes, and an appropriately resolved, aesthetically pleasing product or system. All collaborative team members will be engaged throughout the research and developmental process. Each participant will share in rotating leadership responsibilities, providing direction within their specific areas of expertise and in the context of a sequential course outline.

Note 1: In addition to the structured projects, students may propose other opportunities for collaboration.

Note 2: This course will build process portfolio by addressing real challenges.

**DESN 63350 Design Graduate Seminar**

**Design Area Faculty**

**T/R**

**8:00-9:15**

**West Lake 226**

Graduate majors only

Required of all MFA candidates each semester. This team-taught seminar/critique meets each week to critique ongoing graduate student work and to discuss issues related to contemporary art practice.