

# GRAPHIC DESIGN (AG)

## AG 2100 Design Software Basics (4)

Explores software offered for digital graphics. Through a series of short projects and tutorials that enable students to master the fundamental techniques used in digital design. Students will also work with imagery using Adobe Photoshop and Illustrator software to create digital photographs and imagery. Page layout software for print and digital publications also introduced. Falls and Springs. (TECO)

## AG 2300 Typography (4)

Introductory course acquaints students with the history, principles, and basic tenets of graphic communication employing typographic elements. Focuses on formal relationships of design as applied through typographic interaction, the computer, Adobe Illustrator software, and letterpress creating and exploring solutions. Design assignments emphasize the creative and practical development of a variety of ideation avenues and techniques for executing those ideas effectively. Falls. Prerequisite(s): AG 2100.

## AG 3200 Imagery (4)

Explores types of images, image generation, and combining type with image. Projects include iconography, symbols, logo, and poster design. Additionally, students will explore imagery through hands-on printing techniques such as silkscreen and photography. Adobe Photoshop and Illustrator software. Course fees. Springs. Prerequisite(s): AG 2100.

## AG 3450 History of Graphic Design (4)

The course explores the history and philosophy of graphic design along with its function and aesthetics. Learning the predominant historic art movements and their effects on graphic design as a field of study. Emphasis will be placed on late 19th and 20th-century designers. Designers and works from the past will be compared/linked to current notable designers and design trends. Springs. (WRCO)

## AG 3700 PSU Student Design Company (4)

Student-operated graphic design studio course, open to junior-level students. Assignments created by offering design services to (a) non-profit organizations; (b) PSU organizations; (c) business organizations and (d) PSU graduate students who need visual components created for their thesis projects. Design services offered could include logos, brochures, flyers, posters, catalogs, websites, social media, and other collateral, as requested. Repeatable a maximum of two enrollments and eight credits. Falls and Springs. Prerequisite(s): AG 2100.

## AG 3750 Digital Animation and Video (4)

Explores software packages for digital graphics, Project-based and geared towards the creation of interactive, self-contained, optimized applications, for web media and offline presentations. Projects are developed through the integration of rich media including audio and video with interactive animation techniques. Independent instruction is encouraged through a range of sources including internet tutorials, books, and experimentation. Springs and Falls. Prerequisite(s): AG 2100.

## AG 3800 Publication Design (4)

Mastering the principles of design projects in this course will include brochure, book, catalog, annual report, self-promotion, and multiple-page print design. Emphasis is on page-layout. In addition, students learn the basics of preparing designs for the printer and the printer/designer relationship. Adobe InDesign software. Falls. (QRCO) Prerequisite(s): AG 2300.

## AG 4200 UX/UI: Digital Identity (4)

Understands the definition of UX (User Experience) and UI (User Interface) Design in Graphic Design and Business today. This course focuses on UX/UI applications for designing and prototyping websites and mobile apps. This project-based course explores how to design and develop business and personal identity on the internet. Adobe XD, Dreamweaver, Animate CC, and CMS (Content Management System). Springs. Prerequisite(s): AG 2100.

## AG 4400 Brand Design (4)

Concentrates on developing a Corporate Identity Program. Students explore creating the logo, and move to design applications, 3D packaging components, and website design. The development of a production timeline, job contracts, invoices, and professional presentation practice necessary in designing a complete Corporate Identity Program. Multimedia, website design software. Course fee required. Falls. Prerequisite(s): AG 2100 AG 3750

## AG 4900 Internship (1-6)

Designed to give students a culminating educational experience within a wide range of practical on-the-job work experiences in the selected concentration. Commitment includes a negotiated number of hours per week and regular evaluation by Department Internship advisor. The internship is in agencies that are approved, supervised and evaluated by the Department. Prerequisite(s): Senior status; minimum 2.30 cumulative GPA and minimum 2.50 major GPA; all required courses in art area for major completed; approval of Department Chair, Departmental Review Committee, and Department Internship advisor.

## AG 4910 Independent Study in Graphic Design (1-4)

Advanced work in a limited area of graphic design, developed and executed in consultation with an Art Department faculty mentor. Consent required of the instructor who will supervise the independent study and the Department Chair. Prerequisite(s): Senior standing.