

Design (DES)

Courses

DES 1100. Digital Applications Basics. Units: 3

Fundamental use and introduction to the features and functions within current design software applications. Course taught from the perspective of using the application (software) to produce communication design including image-based communication solutions. Two hours of lecture/discussion and three hours of design studio activity per week. Materials fee required.

DES 1103. Social History of Design. Units: 3

An introduction to the social history of design movements. A critical survey of influential design forms, tendencies, and aesthetics from antiquity to the present from a broad range of cultures across the globe. This course will traverse and explore the development, influence, intertwining, and persistence of a range of important and noteworthy design styles, types, and systems to explore how they developed from their social context and the lasting effects they have had on societies around the world.

DES 1104. Design Theory in Context. Units: 3

An exploration of how design theories impact the practice of designers and how design practices develop theory. Students will study several influential design theories to understand their impact on the work of designers, deepening understanding of the social and political impact of key designers, design movements, and styles. These theories will be used as case studies to critically examine the work of notable designers in a range of design areas.

DES 1110. Fundamental Design Principles. Units: 3

Critical examination and theories on how to work with compositional space and interrelated basic principles, attributes, and elements of design. Students will learn the relationships between form and space, color fundamentals, image studies, and visual logic as it relates to design disciplines. Two hours of lecture/discussion and three hours of design studio activity per week. Materials fee required.

DES 1125. Design Thinking - Problem Solving & Critical Thinking in Visual Studies. Units: 3

Semester Prerequisite: DES 1100, DES 1110

Semester Corequisite: DES 1305

Introduction to basic design and production techniques to transform initial concepts and ideas into various formats for concept presentation and user-experience testing. Principles of rapid prototyping, ideation processes, and materials determination will be discussed. Multiple approaches including 2D, 3D, motion, and video will be explored in an innovation lab environment and using the Design Thinking methodology. Two hours of discussion and two hours of activity. Materials fee required.

DES 2005. Typography and Layout. Units: 3

Introduction to the study of letterforms and fundamental typographic principles including an intensive practicum on the application of a typographic form to compositional strategies including grid formation and layout structures and an overview of the vocabulary of typography, type as image, and typography's relationship to message making and meaning. Emphasis on understanding current and historical typographic trends including the importance of technology in their development. Two hours of discussion and two hours of activity. Materials fee required.

DES 2405. Application Programming for Designers. Units: 3

Semester Prerequisite: DES 1100, DES 1110, DES 1125, DES 2600

Semester Corequisite: DES 2005

Introduction to mobile app development. Script programming, application development, syntax, object-oriented principles, memory management, and functional concepts and will use storyboards and wireframes to design a user interface for apps with multiple views. Two hours of discussion and two hours of activity. Materials fee required.

DES 2600. Digital 3D and Time-Based Media. Units: 3

Semester Prerequisite: DES 1100, DES 1110, DES 1125

Integration of digital 3D, immersive-video, 2D or 3D animation, virtual reality, and/or motion graphics for communication. Applied research, project planning, scripting, storyboarding, and storytelling techniques to create contemporary projects for the field. Appropriate and current industry-standard applications will be applied. Two hours of discussion and two hours of activity. Materials fee required.

DES 3001. Innovator's ToolBox - An Introduction to Creative Problem Solving and Design Thinking. Units: 3

Semester Prerequisite: Junior or senior standing

An introduction to problem-solving tools derived from the creative disciplines of design. The course's primary aim is to demonstrate to students that design and its methods of research, conceptualization, ideation, prototyping, production, and communication can be applied usefully to affect productive change in any circumstance. Satisfies GE C4/UD-3, G designation. Three hours of lecture/discussion per week.

DES 3020. Branding and Brand Identity Design. Units: 3

Semester Prerequisite: DES 1100, DES 1110, DES 1125, DES 2600, DES 2005, DES 2405; enrollment preference to students in the BFA in Design or BS in Design

Application of design and aesthetic principles to the process of branding and brand identity design. The course will include the study of the brand mark and logo design, including historical trademark design, the study of symbols, and the relationship of design to the brands they serve. Students will conduct research, plan strategies, and apply brand identity elements to multiple touch points in physical and digital form. Two hours of discussion and two hours of activity. Materials fee required.

DES 3100. Junior Portfolio Review. Units: 0

Semester Prerequisite: DES 1100, DES 1110, DES 1125, DES 2600, DES 2005, DES 2405

Semester Corequisite: DES 3500

Review of design work to assess each student's design potential, abilities, and technical progress. Graded Credit/No credit. Materials fee required.

DES 3130. Junior Design Topics. Units: 3

Semester Prerequisite: DES 1100, DES 1110, DES 1125, DES 2600, DES 2005, DES 2405

Advanced exploration and application of contemporary topics in design. May be taken three times for up to nine units as topics change. Two hours of discussion and three hours of activity. Materials fee required.

DES 3205. Web and Application Design. Units: 3

Semester Prerequisite: DES 1100, DES 1110, DES 1125, DES 2600, DES 2005, DES 2405, enrollment preference to students in the BFA in Design or BS in Design

Integration of research, analysis, and technical skills to design effective, compelling digital experiences across different mobile platforms, the web, and the Internet of Things. Appropriate and current industry-standard applications will be applied. Two hours of discussion and two hours of activity. Materials fee required.

DES 3300. Digital Illustration. Units: 3

Semester Prerequisite: DES 1125

This course teaches students how to translate design principles and illustrated imagery into a digital display format. Students will convert photo references and their own hand-drawn illustrations into stylized vector graphics. Through guided software demonstrations, pre-recorded tutorials, critiques, and image analyses, students will explore how branding OR narrative in their illustrations can enhance their portfolio. Students will be able to take their designs from ideation to conceptualization. The course will anticipate and reflect real world illustration projects. Students will initiate project proposals and be able to make variations to their work to satisfy different applications of their illustrations. Students will learn a variety of illustrative styles and techniques and become confident utilizing industry-standard illustration-based softwares. Two hours lecture and three hours lab per week.

DES 3500. Business of Creativity. Units: 3

Semester Prerequisite: DES 1100, DES 1110, DES 1125, DES 2600, DES 2005, DES 2405, enrollment preference to students in the BFA in Design or BS in Design

Semester Corequisite: DES 3130, DES 3100

This course introduces the best practices and professional standards required to be successful in creative careers or in building a creative arts-related business. Topics include business processes and structures, intellectual property, ethical and legal issues, and the importance of fostering an entrepreneurial mindset as an overarching business philosophy. Two hours of discussion and two hours of activity. Materials fee required.

DES 3600. Digital Motion Graphics. Units: 3

Semester Prerequisite: DES 1100, DES 1110, DES 1125, DES 2600, DES 2005, DES 2405, enrollment preference to students in the BFA in Design or BS in Design

Introduction to motion graphic design and composition, timing, storytelling, storyboarding and planning. Students design video effects and animated sequences, layer and composite video, add video effects to footage, and design motion graphics such as title sequences, lower thirds, and text animations. Appropriate and current industry-standard applications will be introduced and applied. Two hours of discussion and two hours of activity. Materials fee required.

DES 3615. Video Editing. Units: 3

Semester Prerequisite: DES 1100, DES 1110, DES 1125, DES 2600, DES 2005, DES 2405, enrollment preference to students in the BFA in Design or BS in Design

Introduction to video post-production. Exploration of the theory and practice of various editing styles in order to gain a better understanding of how stories are constructed and how communication is achieved through editing. Through demonstrations and hands-on experience, students learn advanced editing techniques with appropriate and current industry-standard applications. Two hours of discussion and two hours of activity. Materials fee required.

DES 3700. Infographic and Data Visualization Design. Units: 3

Semester Prerequisite: DES 1100, DES 1110, DES 1125, DES 2600, DES 2005, DES 2405, enrollment preference to students in the BFA in Design or BS in Design

Exploration of data interpretation and data visualization and the differences between them. Students learn how to acquire data and structure it into graphic visualization formats using digital tools to create 2D, 3D, and 4D solutions for electronic, print, mobile and/or interactive purposes. Two hours of discussion and two hours of activity. Materials fee required.

DES 3715. User Interface and User Experience Design. Units: 3

Semester Prerequisite: DES 1100, DES 1110, DES 1125, DES 2600, DES 2005, DES 2405, DES 3500, enrollment preference to students in the BFA in Design or BS in Design

Semester Corequisite: DES 3130

Exploration of the principles and practices of user experience and user interface design concepts and processes utilizing user-research, personas, heuristic evaluation, information architecture, and usability assessment. Students will learn to model and test navigation design and information architecture for the purpose of optimal human-computer interaction. Two hours of discussion and two hours of activity. Materials fee required.

DES 3800. Advanced Modeling. Units: 3

Semester Prerequisite: DES 1100, DES 1110, DES 1125, DES 2600, DES 2005, DES 2405, enrollment preference to students in the BFA in Design or BS in Design

An advanced exploration into the production, compositing, dynamics, scripting, and other advanced 3D automation procedures. Students will create models from scratch and models generated from scanning and photogrammetric sources. Two hours of discussion and two hours of activity. Materials fee required.

DES 3835. Character Design. Units: 3

Semester Prerequisite: DES 1100, DES 1110, DES 1125, DES 2600, DES 2005, DES 2405, enrollment preference to students in the BFA in Design or BS in Design

Application of advanced 3D design principles to character design, props, and environments targeting specific parameters, needs, and audiences. Emphasis on development of technical and practical skills while applying traditional principles of animation; creating the illusion of thought, emotion, and personality; movement theory; and animation timing. Two hours of discussion and two hours of activity. Materials fee required.

DES 4015. Advertising and Promotion Design. Units: 3

Semester Prerequisite: DES 1100, DES 1110, DES 1125, DES 2600, DES 2005, DES 2405, enrollment preference to students in the BFA in Design or BS in Design

Exploration of the history, theory, and processes involved in developing design solutions that relate to promotion and advertising. Students will engage in the design process that explores theories, strategies, and methodologies in promotion design such as the creation of marketing communication collateral, dimensional design projects, or the creation of digital design solutions. Emphasis on subject matter and processes involved in product creation that specifically address the needs of a creative brief, an intended audience, and a defined and intentional response. Two hours of discussion and two hours of activity. Materials fee required.

DES 4100. Design Center - Collaborative Project-Based Learning. Units: 3

Semester Prerequisite: DES 1100, DES 1110, DES 1125, DES 2600, DES 2005, DES 2405, DES 3500, DES 3130, DES 3715, DES 3100, enrollment preference to students in the BFA in Design or BS in Design
Semester Corequisite: DES 4130

Team-based engagement with real-world problem identification, analysis, and responsive design projects. Two hours of discussion and two hours of activity. Materials fee required.

DES 4130. Senior Design Topics. Units: 3

Semester Prerequisite: DES 2600

Advanced exploration and application of contemporary topics in design. May be taken three times for up to nine units. Individual topics cannot be repeated. Two hours of discussion and three hours of activity. Materials fee required.

DES 4195. Design Portfolio. Units: 3

Semester Prerequisite: DES 4100

Semester Corequisite: DES 4130

Design capstone course to prepare students for post-graduation. Survey of current state of the design industry and materials preparations to prepare students for post-graduation goals. Topics include portfolio preparation, resumes, professional promotion, and/or websites. Materials fee required. Satisfies WI designation.

DES 4610. Virtual Reality. Units: 3

Semester Prerequisite: DES 1100, DES 1110, DES 1125, DES 2600, DES 2005, DES 2405, enrollment preference to students in the BFA in Design or BS in Design

Fundamentals of Virtual Reality hardware, tools, knowledge, and skills required to create live-action, immersive experiences including terminology, theory, conceptualization, and production through post-production and distribution. Provides laboratory experiences where students develop immersive, interactive, and animated 3D computer applications using authoring tools for creating unique applications in the arts, engineering, humanities, medicine, science, or any other area. Two hours of discussion and two hours of activity. Materials fee required.

DES 4625. Storyboarding. Units: 3

Semester Prerequisite: DES 1100, DES 1110, DES 1125, DES 2600, DES 2005, DES 2405

Research, concept development, planning, and prototyping for design projects across applications, media, and platforms. Two hours of discussion and two hours of activity. Materials fee required.

DES 4800. Computer-Aided Design (CAD). Units: 3

Semester Prerequisite: DES 1100, DES 1110, DES 1125, DES 2600, DES 2005, DES 2405, enrollment preference to students in the BFA in Design or BS in Design

Introduction to design techniques and capabilities of solid modeling using mechanical design software. A broad introduction to 2D and 3D Computer-Aided Design (CAD) and modeling with a focus on object and product applications, major CAD commands and user interface, part drawings, assembly modeling, basic motion, and stress analysis. Projects include part modeling using sketches, constraints, and dimensions. Two hours of discussion and two hours of activity. Materials fee required.

DES 4825. 3D Animation. Units: 3

Semester Prerequisite: DES 1100, DES 1110, DES 1125, DES 2600, DES 2005, DES 2405, enrollment preference to students in the BFA in Design or BS in Design

Introduction to theories, techniques, concepts, and professional practices of 3D computer animation from initial concept to final production. Application of traditional principles of animation to the 3D digital environment. Topics include rigging, motion capture, modeling, simulation, character/object animation, texturing, and rendering. Two hours of discussion and two hours of activity. Materials fee required.

DES 5100. Design Capstone Thesis: Research. Units: 6

Semester Prerequisite: DES 3130, DES 3500 and DES 3715

Research for the culminating project demonstrating professional competence in area of concentration. Requires presentation and defense of the student's proposed project. Course focuses on research concerning current issues in design fields. Students will develop an individual design approach, process, and methodology for the application of design solutions for the thesis project. Materials fee required. Satisfies WI designation.

DES 5115. Design Capstone Thesis: Project. Units: 6

Semester Prerequisite: DES 5100 or department consent

Culminating project demonstrating professional competence in area of concentration. Requires presentation and defense of the student's project. Students will complete a culminating project concerning current issues in design fields. Satisfies WI designation. Materials fee required.

DES 5590. Design Internship. Units: 3

Semester Prerequisite: DES 1100, DES 1110

Supervised work that provides professional design experience. May be completed five times for a total of 15 units. Materials fee required.