ART-242 : Graphic Design and Typography

This course provides students an intensive introduction into the fundamental principles of graphic design and typography with an emphasis on the relationship between form and communication as a means to visual problem-solving. The focus will be on developing the ability to skillfully manipulate communicative tools such as hierarchy, typography, color, composition, scale, and rhythm, to visually communicate a message in a meaningful and powerful way. Visual explorations take place through the creation of theoretical and applied projects, which are designed to aid in the development of a working creative process. These assignments will be supplemented by short readings, lectures, critiques and class discussions aimed at fostering critical engagement with the visual work produced in class, as well as providing an introduction to graphic design theory and history.

Credits 3
Required Prerequisites
ART-110 and ART-180
Notes
Studio fee assessed.