BUFAC

GRAPHIC DESIGN

GUIDEBOOK *Updated August 2020*

art.illinois.edu

Land Acknowledgement Statement

As a land-grant institution, the University of Illinois at Urbana-Champaign has a responsibility to acknowledge the historical context in which it exists. In order to remind ourselves and our community, we will begin this booklet with the following statement:

We are currently on the lands of the Peoria, Kaskaskia, Peankashaw, Wea, Miami, Mascoutin, Odawa, Sauk, Mesquaki, Kickapoo, Potawatomi, Ojibwe, and Chickasaw Nations. It is necessary for us to acknowledge these Native Nations and for us to work with them as we move forward as an institution. Over the next 150 years, we will be a vibrant community inclusive of all our differences, with Native peoples at the core of our efforts.

Our Mission

The curriculum in graphic design requires 122 credit hours and prepares the student for entrance into the professional practice of visual communications design. Studio work addresses graphic design fundamentals (typography and image making), design history and contemporary practices, research methods, user experience, and social responsibility. Students engage with complex problems and are asked to identify opportunities where design can intervene. In addition, students have the opportunity to develop their personal interests by taking advantage of a highly interdisciplinary selection of elective courses offered by the School of Art + Design, including photography, video, traditional printmaking, sustainability, advanced interaction design, and the design of *Ninth Letter*, a nationally-distributed and award-winning literary arts journal.

Our Student Learning Outcomes

1. A deep understanding of effective typography and image relationships in the creation of visual experiences

2. Ability to realize an idea through an iterative and creative making process of refinement

3. Critically analyze research, organize and visualize ideas across multiple mediums

4. Competence to use and embrace the research methods, frameworks, and techniques of the graphic design discipline as it evolves

5. Demonstrate the ability to apply knowledge of perception, cognition, and embodiment in a creative process

6. Understand diverse professional, social, and ethical impacts of the graphic design discipline

7. Understand diverse use of tools and technologies, including their roles in the creation, reproduction, and distribution of visual messages

Our Core Required Courses

ARTD 218 Interaction Design Foundation – 3 Hours

ARTD 222 Typographic Practice – 3 Hours

ARTD 251 Graphic Design Toolbox - 2 Hours

ARTD 270 Design Methods – 2 Hours

ARTD 318 Interaction Design – 2 Hours

ARTD 333 Type & Image – 3 Hours

***ARTD 351 Graphic Design Inquiry** – 2 Hours

***ARTD 351 Graphic Design Inquiry** – 2 Hours

ARTD 371 Graphic Design Practicum – 2 Hours

ARTD 418 Advanced Interaction Design – 3 Hours

ARTD 444 Typographic Systems – 3 Hours

ARTD 451 Ethics of a Designer in a Global Economy – 4 Hours

ARTD 471 Graphic Design Capstone – 3 Hours

* ARTD 351 is taken two separate times (as a 3rd and 4th year student).

Year One

Fall

FAA 101 Arts at Illinois

ARTF 101 Contemporary Issues in Art

ARTD/S 2D Category

ARTF Drawing Category

Spring

ARTE 101 Art, Design, and Society

ARTD/S 3D Category

ARTS 4D Category

Core Required Courses
Year Two

Fall

ARTD 222 Typographic Practice

ARTD 251 GD Toolbox + **ARTD 270 Design Methods**
(8 week course)   *(8 week course)*

Spring

ARTD 333 Type & Image

ARTD 218 Intreraction Design Foundation

Year Three

Fall

ARTD 451 EDGE

ARTD 351 GD Inquiry + **ARTD 318 Interaction Design**
(8 week course)   *(8 week course)*

Spring

ARTD 444 Typographic Systems

ARTD 418 Advanced Interaction Design

Year Four

Fall

ARTD 351 GD Inquiry + **ARTD 371 GD Practicum**
(8 week course)   *(8 week course)*

Spring

ARTD 471 Graphic Design Capstone

ARTD 218 Interaction Design Foundations

Description

This 16-week course will immerse students in a series of assignments designed to help them develop a fundamental understanding of front-end web technologies, such as HTML5, CSS and JavaScript, and prepare them to plan and develop interactive experiences.

Objectives

Introduce the technical aspects and scope of interaction design. By the end of the semester, each student will learn HTML, CSS, JavaScript, content management systems, methods, and processes used in an interactive project.

ARTD 222 Typographic Practice

Description

This introductory studio functions as a survey of typographic practice across media platforms. Students relate typographic form to reading conventions and reproduction technologies.

Objectives

› An appreciation of typography's role in design and understand its potential for effective communication

› Identify and distinguish between basic typefaces and identify nuances of specific letterforms

› Develop an understanding of the language of typography, which includes critical theory, critique, history, technology, and craftsmanship

› Apply typographic theory to type setting

Software

Adobe CC (InDesign and Illustrator)

ARTD 251 Graphic Design Toolbox

Description

This studio introduces students to the field of graphic design in theory and practice. The course examines what graphic designers make and the methods that are employed in contemporary design practice. Emphasis is placed on the organization and visual presentation of relevant content across media and their effect within systems.

Objectives

› Demonstrate effective understanding of a design problem, creative brief including purpose, design, and implementation

› Understand tools, methods, and processes graphic designers use in their field

› Introduction to semiotics through projects that are typical to the graphic design field

Software

Introduction to an increased knowledge of Adobe CC (Illustrator, Photoshop, and InDesign)

ARTD 270 Design Methods

Description

Design Methods is a hybrid studio and seminar that introduces students to the principles and process of human-centered design through a focus on research and observation outside of the studio. This approach will allow students to address the social and cultural contexts in which designers intervene. Through a series of exercises and projects, students will begin to develop competencies in conducting research in specific environments in order to inform and inspire the direction of their design projects. Students will also learn how to iterate design solutions and prototypes based on expert input, testing and user feedback. Students will better understand and articulate the tools and methodologies shared by all design disciplines as it relates to a variety of actions and outcomes: visual communication and the design of objects, services, interactions and experiences.

Objectives

› Deep understanding of design research methods

› Understand prototyping and other HCD tools

› Introduction to systems thinking as a design process

› Apply action research and responsive feedback loops to develop creative solutions for complex problems

Software

Adobe CC (Illustrator, Experience, and Photoshop)

ARTD 318 Interaction Design

Description

This studio explores the construction of compelling user experiences that incorporate the use of digital media. Students investigate both the theoretical and practical aspects of interaction through exercises involving information architecture, interface design, and creative code.

Objectives

› Develop a thorough and intuitive understanding of the design process and how to apply that to the student work produced in this course

› Working collaboratively with students in a team environ- ment from different disciplines

› Demonstrate for students the concepts, skills and methods in interaction design

› Understand best practices in interaction design(IxD); user experience design (UX), user-interface design (UI) and information architecture (IA)

› Promote the use of the various planning process in interaction design. (i.e. Benchmark Analysis, journey maps, wire frames, visualization of the experiences people have when interacting with a product or service, so that each moment can be individually evaluated and improved.)

Software

Adobe CC (InDesign, Photoshop, Illustrator, and XD), InVision

ARTD 333 Type & Image

Description

This studio extends typographic study with representational strategies for image reproduction technology. Students engage in practices for incorporating existing and created imagery into typographic systems.

Objectives

› An awareness of the professional world of design practice

› An enhanced knowledge of typography

› An understanding into how graphic designers make and use images and the ethics and best practices on how to work with images from other artists

› An increased sensitivity to the pairing of type and image

Software

Adobe CC (InDesign, Photoshop, and Illustrator)

ARTD 351 Graphic Design Inquiry

Description

A series of topical studios that touch upon the myriad practices of graphic design. Students produce and analyze form and content according to each individual topic. Media engagement varies across sections.

Objectives

› Learn to work in teams to solve complex and relevant design problems

› Explore team projects in service design, packaging design, or way finding

› Understand basics of design research

Software

Adobe CC (InDesign, Photoshop, Illustrator, and XD)

ARTD 371 Graphic Design Practicum

Description

This analytical studio prepares students for entry into the field of graphic design. Professional practice is parsed into areas of opportunity, to which students ultimately align themselves and by which they structure their preparatory endeavors.

Objectives

› Reflection and discussion of your current body of work

› More understanding of the graphic design profession through interactions with people from the field

› Create an online portfolio presence

› Finish your print and digital resume

Software

Adobe CC (Illustrator, Experience, Photoshop, and InDesign)

ARTD 418 Advanced Interaction Design

Description

This advanced design studio immerses students in design investigations that foster understanding of emergent digital interaction paradigms. Potential areas of exploration include design and development for both mobile devices and interactive environments.

Objectives

› Understand best practices in interaction design(IxD); user experience design (UX), user-interface design (UI) and information architecture (IA)

› Promote the use of the various planning process in interaction design

› Demonstrate for students the concepts, skills and methods in interaction design

Software

Adobe CC (InDesign, Illustrator, and Photoshop)

ARTD 444 Typographic Systems

Description

Students engage with complex typographic systems across varied media in a studio setting.

Objectives

› To set large blocks of text in print and on screen

› To experiment with type through materials, technologies, and solutions

› Further understanding of the history and language of typography and layout

› A deep understanding of the typographer's role in visual communication

Software

Adobe CC (InDesign, Illustrator, and Photoshop)

ARTD 451 Ethics of a Designer in a Global Economy (EDGE)

Description

Ethics of a Designer in a Global Economy (EDGE) studio presents complex problems of ethics within the graphic design practice. Individual sections address social and environmental issues.

Objectives

› A discussion of ethics in graphic design

› To activate social change perspectives around systems, sustainability, and design-led social change

› Work on real projects that will have a campus or community impact

› To learn how design can help shape a positive future for people and for the planet

› Learn about current design trends in our social and professional practice

Software

Adobe CC (InDesign, Photoshop, Illustrator, and XD)

ARTD 471 Graphic Design Capstone

Description:

Students in this advanced studio articulate individual interests and conduct corresponding investigations to develop specialized expertise. The coursework represents the student's final preparation for practice in graphic design.

Objectives:

› More defined area of professional interest

› An understanding of the context of your work

› New parameters for further self-initiated work

Software:

Adobe CC mastery

Art History Requirements

ARTH 110 Introduction to the History of Art and Visual Culture – 3 Hours

ARTH 211 Design History Survey – 3 Hours

You will need to take 2 hours of ARTH of a 200+ level course. Some examples include:

ARTH 241 Modern Art, 1880-1940 – 3 Hours

ARTH 257 History of Photography – 3 Hours

ARTH 344 Spanish Modern Art – 3 Hours

ARTH 360 Women and Vistual Arts – 3 Hours

Possible Art + Design Electives

(12-credit hours needed)

ARTS 205 Intro to Printmaking – 3 Hours

ARTS 241 Image Practice – 3 Hours

ARTS 243 Time Arts I – 3 Hours

ARTS 244 Interaction I – 3 Hours

ARTS 251 Painting I – 3 Hours

ARTS 252 Making and Meaning – 3 Hours

ARTS 254 Painting II – 3 Hours

ARTD 260 Basic Photography – 3 Hours

ARTD 261 Photography II – 3 Hours

ARTD 362 Photography Workshop – 3 Hours

ARTD 399 Internship in Design – 1 to 4 Hours

ARTS 405 Special Topics in Print Making - 3 Hours

ARTD 415 Ninth Letter – 3 Hours

ARTS 444 Interaction II – 3 or 4 Hours

Studying Abroad

The Graphic Design Program encourages our students to also learn by studying overseas (preferably in the spring of your junior year). We have formal relationships with these programs abroad:

Denmark: DIS Copenhagen

Italy: Lorenzo deMedici – Florence, Italy

United Kingdom: University of the Arts London

To get started, please begin by visiting the Study Abroad Office on campus, or their website: *www.studyabroad.illinois.edu.*

Application deadlines are:

Fall semester programs – 2/15

Summer programs – 2/15

Spring semester programs – 9/15

Our Program Policies

Technology:

Each student is required to have a functioning Macintosh platform laptop that is up-to-date with current Adobe Creative Suite software. All work files must be backed up. Loss or inaccessibility of data will not be accepted as an excuse for missing a deadline or project presentation. If you refuse to buy a Mac be prepared to make all necessary translations in file formats.

Attendance:

Attendance is mandatory. Students will be graded on their attendance record and the degree to which they are prepared for class. As a matter of general policy, class absences are not excused. Instructors will reasonably accommodate certain types of absences, as described in Article 1, Part 5, Section 1-502 of the Student Code.

An absence is defined as:

› missing class entirely

› arriving 15 min late—past the official class start time

› not being in class for more than 15 min—stepping out or leaving early

Three tardies are equal to one absence. If a class is missed, it is the student's responsibility to contact their classmates first for the material and information covered that day. Students are expected to come to the next class prepared for the work that is to be covered. Office hours should be used for individual discussion and catch up opportunities. The student is responsible for contacting the instructor right away in order to coordinate and make arrangements for making up missed work.

Our Program Policies

Academic Integrity:

Academic integrity means honesty and responsibility in scholarship. Students and faculty alike must obey rules of honest scholarship, which means that all academic work should result from an individual's own efforts. Intellectual contributions from others must be consistently and responsibly acknowledged. Academic work completed in any other way is fraudulent. (Learn more: www.library.uiuc.edu/learn/research/academicintegrity.html)

Disability Resources and Educational Services:

Students with physical, medical, systemic, learning, and psychiatric disabilities who wish to seek accommodations in this course should contact Disability Resources and Educational Services for a Letterof Accommodation and present it to the instructor during the first week of class. Accommodations will not be made retroactively. Please visit http://www.disability.illinois.edu for more information.

Etiquette:

In a successful learning environment, your undivided and unmediated attention is required for the duration of the class. There will be moments in class when laptops are not allowed, this will be depend on the scenario and will be announced. Otherwise limited use of laptops is allowed and only as it relates to the activities of our studio. Obviously social media activity and texting during class time should not occur. Please remember to silence your phone. Emergency phone calls can be taken outside of the classroom.

Our Faculty

Eric Benson

Biological Systems Thinking/
Sustainable Materials/
Dystopian & Utopian Futures

Deana McDonagh

Empathic Design/ Emotions/
Design Research/Aging and
Disability

Juan Salamanca

Social Computing/Interaction
Design/Mediating Artifacts/
Visual Analytics

Lisa Mercer

Social Innovation/Social
Impact/Responsible Design/
Interaction Design

Stacey Robinson

Afro-Futurism/Black &
Brown Utopias/Race/Graphic
Novels/African Diasporas and
Wakanda

Stan Ruecker

Academic Prototyping/
Digital Humanities/Design
Theory/Experience Design

Angelica Sibrian

Community-Centered
Design/Latinas in Higher Ed./
Empathy/Social Justice

Molly Briggs

The Built Environment/
Immersive Media/Visual
Culture/Design Theory

Nekita Thomas

Co-Design/Race/Urban/
Social Justice

Leah Pearlman designed this booklet for the
Graphic Design program at the University of
Illinois in Urbana-Champaign in April 2019.

This booklet is set in the typeface Gotham
designed by American type designer Tobias
Frere-Jones in 2000.

*This booklet hopes to reinforce through its aesthetics that
design is about process and that all designers should carry
a sketchbook everywhere they wander!*

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