

# ART AND DESIGN (ADIM)

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## **ADIM 1110 Drawing I (3 Credits)**

Development of foundational drawing skills. Learn basic drawing vocabulary and acquire a sensitivity to the visual elements: line, shape, value and texture. Please see website for lab/supply fees.

## **ADIM 1217 Painting I (3 Credits)**

Introduction to the basic language, conventions, and material concerns of oil painting. Emphasis on a personal approach to observational painting. Drawing I or drawing equivalent experience is recommended as a prerequisite. Please see website for lab/supply fees.

## **ADIM 1219 Sculpture (3 Credits)**

Exploration of the basic elements of sculpture: space, material, process. Please see website for lab/supply fees.

## **ADIM 1223 2-D Design and Color (3 Credits)**

Development of visual literacy with regard to the ability to construct, interpret and verbalize the concepts involved in image making. Concepts covered will relate to all fields in the visual arts. Examples will be analyzed using the principles and elements of two-dimensional design and color theory. Please see website for lab/supply fees.

## **ADIM 1224 Printmaking I (3 Credits)**

Introduction through lectures, demonstrations and practical work to intaglio and relief processes. Basic drawing skills are required. Please see website for lab/supply fees.

## **ADIM 1311 Graphic Dsgn-Advertising Art I (3 Credits)**

Overview of creative, conceptual and practical aspects of graphic design and advertising with projects, demonstrations and lectures on design, imagery, typography and new media. Please see website for lab/supply fees.

## **ADIM 2099 ST - Front End Development (3 Credits)**

An introductory course in the coding technologies used to create websites that are optimized to work across multiple devices. Students will gain an understanding of the best practices and industry-standard techniques for coding HTML5, CSS and JavaScript into a text editor. Please see website for lab/supply fees.

## **ADIM 2112 Intro to Multimedia Comm (3 Credits)**

This survey course examines the social, economic and cultural implications of multimedia use on the web and in portable handheld devices. It discusses hardware and software tools and generally serves as an introduction to multimedia design and interactive communication. Multimedia can be defined as the delivery of video animation, graphics, sound and text in a non-linear computer-based form. Students create personal web pages using industry standard software. Please see website for lab/supply fees.

## **ADIM 2114 Game Dsgn Digital StoryTelling (3 Credits)**

Introduction to the theory and practice of game creation and design for interactive home entertainment, arcade games, education, and multiplayer online environments. Students will study the history of games, game genres, game technology, organization, psychology, story and structure. Students will complete design assignments exploring topics discussed in class such as game prototyping, interface design and character creation. Please see website for lab/supply fees.

## **ADIM 2143 Brand Evolution - Logo Design (3 Credits)**

Creating a consistent style across collateral is critical to building brand identity. Through the study of brand recognition, awareness and visual identity, students will be exposed to the visual evolution of the best-known brands. Students will combine typography, color theory and computer illustration to form cohesive identities and apply them across multiple platforms. Please see website for lab/supply fees.

## **ADIM 2144 Usability for UX (3 Credits)**

User Experience (UX) Design is informed by studying user behavior. A UX Designer takes into consideration the emotional and functional needs of the end-user to create experiences that are usable, desirable, and enjoyable. This course has a strong focus on the UX process. Students will be immersed in areas including ethnographic studies, usability testing, and rapid prototyping of ideas. Students will conclude the semester with an interactive app prototype for a well-researched and tested concept. Emphasis will be placed on empathy building activities and sketching as a form of storytelling.

## **ADIM 2210 Drawing II (3 Credits)**

Individual projects using a variety of drawing media and techniques, resulting in a portfolio presentation. Please see website for lab/supply fees. Prerequisite: ADIM 1110 or permission of instructor.

**Prerequisites:** ADIM 1110 with a minimum grade of D or AART 1110 with a minimum grade of D

## **ADIM 2215 Watercolor I (3 Credits)**

Introduction to the materials, processes and techniques of transparent water color. Please see website for lab/supply fees.

## **ADIM 2220 Figure Drawing (3 Credits)**

Introductory course in drawing the human figure, employing the use of models. Please see website for lab/supply fees.

## **ADIM 2230 Drawing as Design (3 Credits)**

Course focuses on how to develop illustrative ideas using a variety of media and conceptual approaches. Emphasis will be on composition, drawing and rendering techniques used in client-based illustration. Foundational drawing skills required. Please see website for lab/supply fees.

## **ADIM 2233 Typographic Design (3 Credits)**

Course will focus on basic use of letterforms and words as design elements in visual communication projects. Students will gain an understanding of historical roots of typography and use this knowledge to design logos for editorial, advertising, corporate and/or institutional design projects. Please see website for lab/supply fees.

## **ADIM 2311 Graphic Dsgn - Advrtsng Art II (3 Credits)**

Instruction in successful union of concept, type and image as they are combined in designing a wide range of print and new media applications in corporate, advertising and institutional areas. Please see website for lab/supply fees.

## **ADIM 2312 Digital Art and Design I (3 Credits)**

Course focuses on computer-based illustration and design techniques that involve industry-standard software programs. Image and type manipulations will be taught through projects, lectures, and hands-on experience. Please see website for lab/supply fees.

## **ADIM 2315 Web Design I (3 Credits)**

This course is an overview of web design and user experience principles. Students will gain an understanding of planning, structuring and designing a site through the use of industry standard software. Please see website for lab/supply fees.

**ADIM 2316 Web Design II (3 Credits)**

This web design course introduces the students to the advanced applications in web and user experience design. Instruction will include paradigms for developing web content for different uses, outcomes and audiences. Technical design strategies and the use of advanced interactive techniques using software are inclusive of this course. Assignments in class will be structured around the contemporary publishing issues facing the Internet user of today. Upon completion of this course, students will possess knowledge of composing customized web content with interactive navigation, motion and sound design. Please see website for lab/supply fees.

**Prerequisites:** AART 2315 with a minimum grade of D or ADIM 2315 with a minimum grade of D

**ADIM 2317 Digital Painting (3 Credits)**

This course is designed to introduce the student to the process of creating digital artwork on tablets. The fundamentals of painting from observation, and image development. Digital Painting is recommended for students interested in illustration, animation and game design. It is also appropriate for students with an interest in drawing and painting who would like to explore new media. Please see website for lab/supply fees.

**Prerequisites:** AART 2312 with a minimum grade of D or ADIM 2312 with a minimum grade of D

**ADIM 2318 Digital Art and Design II (3 Credits)**

This course provides the advanced computer instruction necessary for a career in graphic design and advertising. Students will create and manipulate images to be the focus of consumer collateral pieces. Design concepts will be transformed into technically proficient documents using the combination of several software programs. Please see website for lab/supply fees.

**Prerequisites:** AART 2312 with a minimum grade of D or ADIM 2312 with a minimum grade of D

**ADIM 2320 Still Photography (3 Credits)**

Development of visual expression through the use of the still camera. Fundamentals discussed and practiced include optics, film emulsions, composition, lighting and darkroom technique, including developing, printing and enlarging. Students furnish their own 35mm cameras. Please see website for lab/supply fees.

**ADIM 2322 Intro to 3D Computer Graphics (3 Credits)**

Introduction to the wide range of three-dimensional computer graphics applications in broadcasting, business, art and journalism. Concentrating on three-dimensional modeling terminology, software and operations from an artist/manager/buyer perspective. No prior skill in computer programming required. Please see website for lab/supply fees.

**ADIM 2324 Desktop Publishing (3 Credits)**

Introduction to desktop publishing design, including typography, application of design principles to the desktop environment, and desktop concepts, systems, hardware and software, with particular emphasis on the dominant desktop publishing applications. Scan in and use of art. Basic electronic pre-press theory.

**ADIM 2334 3D Packaging-Exhibition Design (3 Credits)**

This design course introduces students to three-dimensional problems. Through the unification of design and marketing, solutions are generated that meet the industry's demands. Existing packages are analyzed, dissected and redesigned as a method of exposing the intricacies of the packaging genre. With an emphasis placed on brand identity, students explore typography, color theory, and physical space to conceptualize and execute their ideas. Please see website for lab/supply fees.

**ADIM 2501 ST - Creativity and Leadership (3 Credits)****ADIM 2502 ST Design Research (3 Credits)****ADIM 2503 Social Design (3 Credits)****ADIM 2520 Social Design (3 Credits)**

This studio course is an advanced examination of visual communication design in society. Students study three disciplines of practice from historical and contemporary perspectives: design activism, information design, and design innovation. After conducting research and identifying opportunities for change, students create visual solutions that improve quality of life for diverse populations. Emphasis is placed on access, inclusion, process, and ethics.

**ADIM 2601 Digital Workflow (3 Credits)**

This course is designed to introduce students to digital fabrication processes and computer software within a creative design and studio art pipeline. Students will have the opportunity to gain appreciation of digital and analog processes in a studio art context through lectures, hands-on projects, readings, field trips and critiques. Students will explore digital to tangible processes such as 3D modeling for 3D print output, vector graphics for laser cutting, and basic computer programming for generative design applications. Please see website for lab/supply fees.

**ADIM 2602 ST - Social Impact Design (3 Credits)****ADIM 3005 ST - Digital Engagemnt Phys Sp (3 Credits)****ADIM 3114 ST Game Dsgn - Development II (3 Credits)****ADIM 3161 Individual Studies Art (1 Credit)**

Independent work under the guidance of the instructor.

**ADIM 3162 Individual Studies Art (2 Credits)**

Independent work under the guidance of the instructor.

**ADIM 3163 Individual Studies Art (3 Credits)**

Independent work under the guidance of the instructor.

**ADIM 3164 Individual Studies Art (3 Credits)**

Independent work under the guidance of the instructor.

**ADIM 3166 Individual Studies Art (6 Credits)**

Independent work under the guidance of the instructor.

**ADIM 3192 Independent Study (2 Credits)****ADIM 3193 Art Internship (3 Credits)****ADIM 3194 Art Internship (3 Credits)****ADIM 3197 Internship I (3 Credits)****ADIM 3233 Typography II (3 Credits)**

This course expands the knowledge acquired during Typography I. Historical and contemporary viewpoints, print production and layout skills are emphasized. Projects involve functional and personal expression through the use of Adobe design and programs. Please see website for lab/supply fees.

**Prerequisites:** AART 2233 with a minimum grade of D or ADIM 2233 with a minimum grade of D

**ADIM 3234 Advanced Package Design (3 Credits)**

This course will expand the knowledge acquired during 3D Packaging and Exhibition Design. In addition to introducing new projects, students will revisit a project created for the introductory class. The structural aspect of three-dimensional design will be emphasized as the process of creating a fully functioning template is explored. With an emphasis placed on brand identity, students use typography, color theory and visual graphics to conceptualize and execute their ideas. The course will culminate with students redesigning a controlled environment for an existing business including point-of-purchase displays, signage, packaging, etc. Please see website for lab/supply fees.

**ADIM 3312 Designing for Web and Mobile (3 Credits)**

Advanced students will be introduced to comprehensive mobile website design strategies and iOS application design. Instruction will include mobile design terminology, information delivery planning, navigational paradigms, best practices for designing interactive applications and the use of current software applications involved with building mobile websites and native iOS apps. Learning how to code websites using HTML and CSS optimized for traditional and mobile viewing environments are also inclusive of course instruction. Upon completion of this course, students will possess knowledge of how to design effectively for mobile. Please see website for lab/supply fees.

**ADIM 3320 Advanced Photography (3 Credits)**

Using digital still cameras with video capability, students will create and edit short news and documentary stories. Techniques of the small photographic studio, including portrait photography and studio strobe lighting, will also be taught. Please see website for lab/supply fees.

**Prerequisites:** COGR 2320 with a minimum grade of D and COGR 3325 with a minimum grade of D and ADIM 2320 with a minimum grade of D and ADIM 3325 with a minimum grade of D

**ADIM 3322 Computer Animation (3 Credits)****ADIM 3323 Presentation Graphics (3 Credits)**

Theory and practice of computer animation. Students create their own 3D animations. Classic examples of short computer animations are screened and discussed. No prior programming skills required. Please see website for lab/supply fees.

**ADIM 3325 Digital Photography (3 Credits)**

Introduction to digital photography and image editing software. Students will learn photographic and computer techniques essential for creating computer mediated imagery. The course will cover digital camera operation, photo editing software, desktop scanners and ink jet printing. Digital images will be edited with Adobe Photoshop. Completed assignments will be posted on the web and reproduced as color prints and/or 5mm color slides. Please see website for lab/supply fees.

**ADIM 3326 Video Animation - Motion Graph (3 Credits)**

Introduction to digital video editing. Students learn fundamentals of nonlinear video editing. They gain hands-on experience in digital video capture and learn industry standard software such as Adobe Premier and Adobe After Effects. Please see website for lab/supply fees.

**Prerequisites:** COGR 2322 with a minimum grade of D or ADIM 2322 with a minimum grade of D

**ADIM 3410 Children and Visual Arts (3 Credits)**

An introductory course for students interested in careers in which children make art: schools, hospitals, recreation centers, camps, day care centers, museums and community organizations. Studio-based with readings in art appreciation and curriculum design. Art and non-art majors. Please see website for lab/supply fees.

**ADIM 3412 Social Design (3 Credits)****ADIM 4310 Design Research (3 Credits)****ADIM 4312 Practicum Design Seminar (3 Credits)**

This course is a senior capstone experience in which portfolios are analyzed and developed before being presented to the design community. Please see website for lab/supply fees.

**ADIM 4313 ST Practicum Design Seminar II (3 Credits)**