GD 4410 - ENVIRONMENTAL GRAPHIC DESIGN

Credits: 3

In this senior-level course, students explore the human-centered experience with signage as it relates to branding, identification and direction within the built environment. In group and individual projects, students learn strategies in way-finding, ADA (American with Disabilities Act), sign design, fabrication techniques and sustainable materials use. Innovations and new technologies will be studied to advance user interaction in public and private spaces. Upon successful completion of this course, students demonstrate a greater understanding of communication within the built/branded environment.

Prerequisites: GD 2100 - Layout Design and GD 2220 - Raster Image Processing Course Learning Exceeding Developing Not meeting **Program Outcomes** Institutional Outcomes Meetina Outcomes: Provides examples of industry Provides some examples of Cannot provide examples of Provides numerous examples Cultural Competence, Apply Environmental Graphic of industry standards applied standards applied to industry standards applied to industry standards applied to Communication GD-1, GD-2, GD-4, GD-5, GD-6, Design industry standards to to Environmental Graphic Environmental Graphic Environmental Graphic Environmental Graphic Competence, create a user friendly GD-7, GD-8, GD-9 Design to create a user Critical Thinking, experience. friendly experience. friendly experience. friendly experience. friendly experience. Design Competence Analyzes and provides Cultural Competence, Analyzes and provides Does not analyze or provide Research and create Analyzes and provides some numerous examples of Communication examples of wayfinding and prototypes of wayfinding and examples of wayfinding and examples of wayfinding and wayfinding and experiential GD-2, GD-4, GD-5, GD-9 Competence, experiential graphics to test experiential graphics to test experiential graphics to test experiential graphics to test Critical Thinking, graphics to test initial initial assumptions. initial assumptions. initial assumptions. initial assumptions. Design Competence assumptions. Cultural Competence. Succefully develops and Successfully develops an Somewhat successfully Does not develop an Propose an environmental Communication presents an environmental environmental design plan develops an environmental environmental design plan GD-1, GD-3, GD-4, GD-5, GD-6, design plan for a large scale Competence, design plan for a large scale for a large scale built design plan for a large scale for a large scale built GD-7, GD-9 built environment. Critical Thinking. built environment. environment. built environment. environment. Design Competence