

GD 3120 - VISUAL SEQUENCING

Credits: 3

The significance of design research, analysis, and demographics is addressed in this advanced course. Using concepts and principles from the previous courses, students research and explore more complex multi-page visual communication problems. Principles and elements include: conceptual development, grid systems, sequencing, typographic hierarchy, and text/image integration. Working in teams and as individuals, students are introduced to written, verbal, and visual presentation techniques in order to articulate why specific solutions have been employed to solve Graphic Design problems. Upon successful completion of this course, students demonstrate the ability to conceptualize, design, and execute more complex communication projects.

Prerequisites: GD 3105 - User Prototyping

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Understand sequential art and design and apply it to an effective narrative.	Successfully applies sequential art and design to an effective narrative.	Successfully applies sequential art and design to a working narrative.	Applies sequential art and design to a working narrative.	Does not apply sequential art and design to create an effective narrative.	GD-1, GD-4, GD-5	Cultural Competence Design Competence Communication Competence Critical Thinking
Create a conceptually-driven, narrative-based think piece.	Written concept provides a strong foundation for design work. Story is complex, with conflict, compelling characters, at least one well-developed protagonist,	Written concept provides a working foundation for design work. Story is sensible and functional, with conflict, characters, at least one well-developed protagonist,	Written concept provides minimal foundation for design work. Story is sensible and functional, with conflict, characters, at least one well-developed protagonist,	Written concept represents an incomplete story. Little evidence of concept development, backstory. Also the form and style of the piece misrepresents the	GD-1, GD-2, GD-4, GD-8	Cultural Competence Design Competence Communication Competence Critical Thinking
Utilize grid systems, sequencing, typographic hierarchy, and text/image integration.	Provides numerous examples of grid systems, sequencing, typographic hierarchy, and text/image integration.	Provides examples of grid systems, sequencing, typographic hierarchy, and text/image integration.	Provides some examples of grid systems, sequencing, typographic hierarchy, and text/image integration.	Does not provide examples of grid-systems, sequencing, typographic hierarchy, and text/image integration.	GD-5, GD-6	Design Competence