

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