

GRAPHIC DESIGN & FILM

Graphic Design & Film

Program Director: Tim Guthrie, MFA

The **Graphic Design & Film major** prepares students for the future with instruction in 3D design, motion graphics, and making documentaries as well traditional skills like graphic design and illustration, video and photojournalism.

Advanced courses such as interactive design, web design, and animation allow students to offer employers specialized skills. They can build their photo and video skills by working for our award-winning student newspaper, The Creightonian, and The Creightonian Online. Students also gain valuable experience by doing internships for a wide range of employers including businesses, nonprofits, news organizations, and PR and advertising agencies.

B.A., Graphic Design & Film (<http://catalog.creighton.edu/undergraduate/arts-sciences/csdj/graphic-design/graphic-design-major/>)

Courses

GDE 300. Concept Sketch Development. 3 credits.

Concept Sketch Development is designed to allow students to creatively solve multiple design problems but not necessarily take every idea to its final product.

GDE 302. Community Mural Design. 3 credits.

Students learn to design a mural with a community as well as sketching techniques and history of murals.

GDE 324. Digital Foundations. 3 credits. FA, OD, SP, SU

This course teaches the basics of designing graphics and imagery and then how to publish it online using a content management system such as Wordpress.

GDE 361. Game Design I. 3 credits.

Delve into the engaging realm of game design in this foundational course that serves as your gateway to the evolving world of interactive entertainment. Budding game designers, artists, and programmers will explore the multifaceted creative and technical fundamentals that contribute to the development of immersive interactive experiences.

GDE 362. Game Design II. 3 credits.

This course offers a comprehensive exploration of 3D game design, guiding students through fundamental principles and industry-standard tools. Participants gain hands-on experience, developing practical skills and a creative portfolio. Ideal for aspiring game designers, developers, or artists, the course provides a solid foundation for success in the dynamic field of 3D game design. P. GDE 361.

GDE 370. Video and Photo. 3 credits. FA, SP

An introduction to beginning digital video and photography as it relates to journalism. Students will effectively use still and video and other new media forms including the fundamentals of shooting (including composition, lighting, audio, etc) and editing with the goal of effective storytelling, including creating a short mini-documentary.

GDE 374. Video and Filmmaking. 3 credits. FA

Students learn how to shoot, produce and edit digital video short format projects for online and mass media distribution. P. GDE 370 or IC.

GDE 375. Photojournalism. 3 credits. FA

The course introduces photography as a means of reporting the news, including the use of film and/or digital cameras to prepare photographs for print or Web publication.

GDE 380. Graphic Design. 3 credits. FA, SP

This course introduces design using typography, photographs and graphics, which includes both digital and printed matter. Students learn through hands-on computer assignments and critiques. P. GDE 324; Ethics; Mathematical Reasoning.

GDE 381. Graphic Design II. 3 credits. SP

The course uses a variety of computer graphic tools to further develop skills and creativity in illustrating editorial and visual ideas. Students will work with and combine visual elements from photographs and artwork. Course includes on service-learning project of designing for a community organization. P. GDE 380.

GDE 382. Web Design. 3 credits. FA

The course introduces the design of websites, including elements of web layouts, typography, and graphics to create well-designed websites. P. GDE 324 and CSC 121.

GDE 385. Computer Illustration. 3 credits.

Illustrating editorial and visual concepts using the computer. Students will work digitally and combine visual elements from photographs, artwork and various imaging, but will focus on creating original raster and vector illustrations.

GDE 410. Motion Graphics. 3 credits. SP

Learn to create static graphics with the intent on animation. Create typography and motion/moving graphics, including storyboards, web preparation, and preparation for video. Each student will pitch ideas and discuss with class, and participate in critiques in order to improve content and motion graphic projects. Students will learn to quickly develop concepts and explain their ideas via digital concept sketches. P. GDE 380 and GDE 370.

GDE 423. Interaction Design. 3 credits.

This course explores the fundamental technologies of interaction design on the web and in the world. These explorations will be underpinned by the thoughts and theories of leading interaction designers. At the end of this course students will have an understanding of how interaction works, why it works, and what to do when it doesn't work. Students will develop an innate understanding of effective communication in visual and interactive modalities. P. GDE 382.

GDE 424. Typography and Advanced Projects. 3 credits. OD

The course is an intense examination of the use of typography in both historical and modern contexts. Students will learn effective ways to utilize type in a variety of digital and print media, with lectures in aesthetic, strategic and technical use of final projects that will showcase the strategic use of appropriate custom digital and hand-rendered typography. P. GDE 380.

GDE 425. 3D Digital Design. 3 credits. FA

An advanced 3D computer graphics course that creates virtual 3D designs for prototyping on 3D printers or other delivery methods. Students will learn the basics of designing in three dimensional space. P. GDE 324.

GDE 426. Data Visualization. 3 credits. SP (Same as CSC 426)

In today's world we are inundated with data. So much so that it is often overwhelming, confusing, and ultimately meaningless. By combining the principles of art, design, and statistics, Data Visualization teaches the tools and methods to harness that data and make it meaningful. It also enables clear communication and sets up the possibility for deep insights. P. GDE 324 or CSC 121.

GDE 427. Immersive Design. 3 credits.

This course explores the practice and design of augmented and virtual reality experiences. The goal of this course is to find ways that we can work together to use emerging digital augmentation tools to inspire a positive change in the world. Practical methodologies and critical theories are investigated and discussed.

GDE 455. Projects in Communication. 1-3 credits. FA, SP, SU (Same as JRM 455)

Students develop a project in any of the mass media that is approved by a faculty member. The course may be repeated until a maximum of six credit hours has been accrued. Graded Satisfactory/Unsatisfactory. P. IC.

GDE 474. Mini-Documentary Filmmaking. 3 credits. FA (Magis: Designated Technology)

Learn to create mini-documentaries collaboratively as a class on a 15-25 minute documentary project. This course advances all of the concepts begun in the videos classes, but culminates in a professional-level film that can be submitted to student film festivals. Advanced shooting, lighting, audio and editing techniques will be covered. P. GDE 370 or IC.

GDE 493. Directed Independent Readings. 1-3 credits. FA, SP, SU (Same as JRM 493)

Students work with a faculty member who agrees to supervise the directed independent readings. May be repeated until a maximum of six credit hours has been accrued. P. IC.

GDE 590. Special Topics. 3 credits. OD, SP

This course provides an in-depth examination of one or more current topics in graphic design and media, through a combination of lecture, discussion and student presentations. P. IC.

GDE 599. Senior Capstone. 3 credits. FA

The Graphic Design Senior Capstone course is designed specifically for graphic design majors. All students will create a major design project that integrates and demonstrates the various visual communication skills they have learned over the course of the major. The project will include written proposals and several stages of group presentation and critique. The project will include materials both online and printed, and should have a collaborative component that involves working with either a client or another student on a large scale project. Additionally, students will reflect on their experience in a blog setting, and engage in critical discussion on current professional practices and projects. P. Oral Communication course, Senior standing or IC.