DESIGN

Program Information: V (https://www.ewu.edu/cstem/programs/design)isual Communication Design (https://www.ewu.edu/cstem/departments/design)

Mindy Breen (mbree@ewu.edu), Program Director
319 G CEB
509.359.7002

Travis Masingale (tmasingale@ewu.edu), Advisor
330 CEB
509.359.2437

Ginelle Hustrulid (ghustrulid@ewu.edu), Advisor
339 CEB
509.359.7396

Faculty

Melinda E. Breen, Sonja Durr, Eric Galey, Ginelle Hustrulid, P. Colin Manikoth, Travis L. Masingale, Tyreil Poosri, Breanna White

Undergraduate Degrees

Bachelor of Arts (BA)

- Visual Communication Design (http://catalog.ewu.edu/science-technology-engineering-mathematics/design/visual-communication-design-ba)

Bachelor of Fine Arts (BFA)

- Visual Communication Design (http://catalog.ewu.edu/science-technology-engineering-mathematics/design/visual-communication-design-bfa)

Undergraduate Certificate

- User Experience Design (http://catalog.ewu.edu/science-technology-engineering-mathematics/design/user-experience-design-certificate)

Undergraduate Minors

- Visual Communication Design (http://catalog.ewu.edu/science-technology-engineering-mathematics/design/visual-communication-design-minor)

Undergraduate Programs

Students studying in the Department of Engineering & Design may select from a broad number of disciplines that include Electrical Engineering, Mechanical Engineering Technology, Mechanical Engineering, Visual Communication Design, Construction, Design and Manufacturing. The primary goal of the Department of Engineering & Design is to provide students with the technical background required for careers in business and industry. Coursework within each program offers experiences in many areas of engineering and design that enhance the preparation of our graduates.

Engineering & Design Departmental Scholarship Information
The department awards two scholarships annually: the M. W. Consulting Engineering Scholarship and Aaron G. Mertens memorial scholarship. These scholarships are awarded to our majors based on academic qualifications and need.

Engineering & Design Departmental Scholarship Information

General Admissions Information for Engineering & Design
Students entering the Bachelor of Science degree program as juniors should have completed one year of physics as well as mathematics through precalculus. Failure to complete the mathematics and physics requirements before the junior year likely will delay graduation.

Grade Requirements
In order to receive the Visual Communication Design degree, students must earn a grade ≥3.0 in DESN 263 and DESN 363 in addition to the department requirement of ≥2.5 grade point average in all DESN/TECH coursework.

> **Required courses in the following programs of study may have prerequisites. Reference the course description section for clarification.**

Design Courses

DESN 100. DRAWING FOR COMMUNICATION. 5 Credits.
This course covers hand-drawing as a design skill. Emphasis is on sketching, design drawing, design process and composition studies for visual presentation and design solutions. Students gain drawing skills such as basics of drawing techniques, basic shapes, light, texture, pattern, gesture and perspective drawing to communicate and present their ideas visually. Students learn and develop critical thinking and creative problem solving skills using the drawing process.

DESN 216. DIGITAL FOUNDATIONS. 4 Credits.
Introduction to media design and digital culture using computer software for the creation and manipulation of images and text, file management, and preparation for print, web or multimedia uses.

DESN 243. TYPOGRAPHY. 4 Credits.
Pre-requisites: DESN 100 and DESN 216.
An introductory-level course concentrating on the fundamentals of typography with emphasis on letterforms, typographic syntax, type specification, type as image and the use of type in a variety of communicative purposes.

DESN 259. HISTORY OF DESIGN. 4 Credits.
This course considers the development of design in the broad sense of the term. Beginning with the Industrial Revolution and continuing forward to the present day, this course explores the components of design that have influenced the direction of design thinking.

DESN 263. VISUAL COMMUNICATION DESIGN 1. 4 Credits.
Notes: in order to advance into Visual Communication Design 2, students must earn a grade ≥3.0 in this class.
Pre-requisites: DESN 100 and DESN 216.
This course provides an introduction to Visual Communication Design including the theories, principles and practices of visual communication, concept development, design process and design technology.

DESN 275. DIGITAL SOUND. 4 Credits.
This course provides a foundation in the techniques of sound design, recording, production and editing for digital media. Students will create and record sound files, apply effects and mix and produce a variety of multimedia audio elements using state-of-the-art digital technology. Applicable uses include websites, games, multimedia products for promotion and learning, entertainment products and virtual worlds.

DESN 325. EMERGENT DESIGN. 4 Credits.
Pre-requisites: DESN 263.
This course explores benefits and risks of new design technologies. Students learn to recognize emergent design technologies and use them to address design problems and explore ways in which new tools reference past paradigms in order to create forward thinking design solutions. Through hands-on, project-based learning, students investigate the possibilities inherent in these new technologies.

DESN 338. USER EXPERIENCE DESIGN 1. 4 Credits.
Pre-requisites: DESN 216.
Students investigate principles of interaction design of web enabled devices and differences and similarities between physical interaction and conceptual interaction through the use of metaphor. Exploring relationships between analog and digital frameworks, students become mindful of the overlapping patterns of interaction between the two systems. The five essential principles of interaction design: consistency, visibility, learnability, predictability and feedback are evaluated through the mediums of digital interface, physical object and environment.

DESN 348. USER EXPERIENCE DESIGN 2. 4 Credits.
Pre-requisites: DESN 338.
Students examine different rhetorical frameworks that inform software user interface/experience (UI/UE) and content design. Supporting theories, such as visual rhetoric, contextual design, information architecture, gestalt, content strategy, and design ethics, are investigated. Students demonstrate their understanding of theoretical principles by creating and redesigning small UI-related deliverables and by practicing rigorous written analysis and critique.

DESN 350. DIGITAL IMAGING AND PHOTOGRAPHY. 4 Credits.
Pre-requisites: junior standing.
This introductory course teaches beginning photographers how to improve their photographic technique, use digital cameras for effective visual communication and edit images with professional software tools. Working with their own digital cameras students will practice professional shooting strategies and produce weekly practical and creative photo assignments. Topics include camera theory; digital formats; composition basics; composing within the frame; using natural and artificial lighting; texture, shape, form and line in the photograph; framing with foreground elements; digital darkroom techniques; repair and retouching; compositing, portraiture, scenic and nature photography; product photography, action photography and close-up photography.

DESN 351. ADVANCED PHOTOGRAPHY. 4 Credits.
Pre-requisites: DESN 350.
An extension of DESN 350 with considerable work in advanced enlarging techniques portraiture with emphasis on lighting, architectural photography, slidemaking, color transparencies, and color prints.

DESN 355. MOTION DESIGN. 4 Credits.
Pre-requisites: DESN 263.
This course explores the principles of design through motion, with an emphasis on effective use of typography, graphical elements, sound and motion within time and space. Students learn how to import projects, create narrative structures, storyboard, output for various devices and problem solve moving image concerns.

DESN 360. PUBLICATION DESIGN. 4 Credits.
This course covers principles of design, typography, and the use of graphic files, in both print and digital publication. Professional desktop publishing software and common web design software are used. Emphasis is on skills required for basic literacy as well as the effective design of common formats such as brochures, newsletters, books, and web pages.

DESN 363. VISUAL COMMUNICATION DESIGN 2. 4 Credits.
Notes: in order to advance into Visual Communication Design 3, students must earn ≥3.0 grade in this class.
Pre-requisites: DESN 243, DESN 263 with a grade ≥3.0.
This course focuses on the interaction of type and image in the visual communication design process. An introduction to form and composition will be achieved through a sequence of design projects that emphasize compositional structure. The goal of class projects is the development of complex, cohesive visual systems using traditional production skills, design processes and specialized computer applications.

DESN 366. PRODUCTION DESIGN. 4 Credits.
Pre-requisites: DESN 263.
This course provides students with theory, knowledge and skill of production design for both print and web application. Students gain conceptual understanding and practical skill in areas including color management, print production and web graphics such as banners and videos.

DESN 368. WEB DESIGN 1. 4 Credits.
Pre-requisites: DESN 216.
This course covers professional web design addressing modern technologies, processes and techniques. Students work with current web technologies, while preparing for future web enabled devices, or the progressive enhancement approach. Technologies will include HTML(5) and CSS(2/3).

DESN 374. BRAND THINK AND SERVICE DESIGN. 4 Credits.
Pre-requisites: DESN 363.
This course explores the research and strategies of service design and brand development. Through case study research, students come to understand what constitutes a successful brand solution and how shared community experiences are created.

DESN 375. DIGITAL VIDEO. 4 Credits.
Pre-requisites: DESN 216.
This course offers an introduction to digital video techniques. Students will be introduced to production, editing, theory and practical application for the creation of effective visual communication solutions. Emphasis will be on the creative application of concept and design for the moving image and understanding how to integrate textual, graphical and audio elements for the successful communication of messages created for CD, DVD and the Web.

DESN 378. WEB DESIGN 2. 4 Credits.
Pre-requisites: DESN 368.
This course covers modern user experience (UX) design, rapid prototyping, and modern user interface (UI) patterns. Web programming continues to build upon HTML(5), CSS(2/3), and with the addition of JavaScript frameworks to complement the progressive enhancement process. This course continues the foundations set by DESN 368.

DESN 385. ADVANCED DIGITAL SOUND. 4 Credits.
Pre-requisites: DESN 275.
This course provides in-depth experience in digital sound creation and editing techniques, along with related hardware and software. Topics include live and studio recording techniques, multi-track project recording, mixing and mastering, and the design and creation of sound tracks, including music, to support and enhance typical media productions. Collaborative and individual projects will be required.

DESN 396. EXPERIMENTAL COURSE. 1-5 Credits.
EXPERIMENTAL

DESN 458. USER EXPERIENCE DESIGN 3. 4 Credits.
Pre-requisites: DESN 348.
This course explores the importance of user interface and emphasizes the role visual structure plays in the design of user experiences. Students apply the prototyping process: research, application, testing and iteration to create useful interactions between web enabled designs and end users. Principles and practices of digital typographic presentation to achieve communication goals and objectives are studied.

DESN 463. VISUAL COMMUNICATION DESIGN 3. 4 Credits.
Pre-requisites: DESN 363 with a grade ≥3.0.
This course continues the study of visual communication design, combining theoretical studies with applied projects. It emphasizes awareness of contemporary visual culture through analysis of a wide range of design examples and continued refinement of perceptual, problem-solving and creative skills. Students employ effective design processes and solutions for issues and topics relevant to contemporary visual communication design practice.

DESN 468. WEB DESIGN 3. 4 Credits.
Pre-requisites: DESN 378.
Web Lab is a project- and team-based course focusing on the design and development of experimental websites and web applications. Students are introduced to responsive web design processes, techniques and technologies. Design addresses the challenges of mobile interactions and evolving mobile devices.

DESN 471. SENIOR EXHIBITION. 1 Credit.
Cross-listed: ART 471.
Notes: must be repeated three times for credit.
Pre-requisites: senior standing and declared BFA in VCD major.
This course entails the individual preparation and presentation of work for senior exhibition.

DESN 474. ADVERTISING CONCEPTS. 4 Credits.
Prereauisites: DESN 363 and DESN 368. This course covers principles of advertising design, specifically developing advertising concepts. Open to students in visual communication design, journalism and marketing programs.

DESN 480. PROFESSIONAL PRACTICE. 4 Credits.
Pre-requisites: senior standing.
Professional Practice is the study of the visual design industry from both the agency and freelance perspective.

DESN 490. SENIOR CAPSTONE. 5 Credits.
Pre-requisites: senior standing; DESN 363, DESN 368.
Satisfies: senior capstone university graduation requirement.
This course expands on previous visual communication design knowledge and skills and also emphasizes communication, collaboration and presentation skills. In teams, students work on a comprehensive design project for a community partner which emphasizes design research and the design processes that lead to creative conceptualization and final design solutions. Students are expected to demonstrate sophisticated design decisions and appropriate design solutions that show a high level of expertise and achievement.

DESN 491. SENIOR PROJECT. 1-10 Credits.
Notes: graded Pass/Fail.
Pre-requisites: senior standing; permission of the instructor.
Independent and/or group study and production of a design project.

DESN 493. PORTFOLIO. 2 Credits.
Notes: may be repeated for credit up to three times.
Pre-requisites: DESN 363 and DESN 368.
In this course, students have the opportunity to develop portfolio quality work. Emphasis is placed upon content and concept development, problem solving, formal solutions, statements of objectives and presentation.

DESN 495. INTERNSHIP. 2-6 Credits.
Notes: graded Pass/Fail.
Pre-requisites: junior standing; permission of instructor, department chair and
college dean. An internship is on-the-job-training. It exposes students to the professional environment through outside job opportunities in graphic design studios, advertising agencies, corporate communications departments and other acceptable organizations. Students work under the guidance of art directors, creative directors, senior graphic designers or marketing communication managers and perform creative work that is educational and meaningful for their short-term academic goals as well as their long-range career preparation.

DESN 496. EXPERIMENTAL COURSE. 1-6 Credits.

DESN 497. WORKSHOP, SHORT COURSE, CONFERENCE, SEMINAR. 1-6 Credits.

DESN 498. SEMINAR. 1-6 Credits.

DESN 499. DIRECTED STUDY. 1-6 Credits.
Pre-requisites: permission of instructor, department chair and college dean.

DESN 504. COMMUNICATION TECHNOLOGIES. 4 Credits.
An accelerated coverage of the theory and applications of communication technologies. Emphasis is on competencies and skills required in business and industry including desktop publishing, computer-assisted image generation and manipulation, data translation and communication and presentation media development used in advertising, proposal writing, presentations and publications.

DESN 508. WEB DESIGN. 4 Credits.
Notes: offered fall.
This course covers professional web design addressing modern technologies, processes and techniques. Students work with current web technologies, while preparing for future web enabled devices, or the progressive enhancement approach. Technologies will include HTML(5) and CSS(2/3).

DESN 550. DIGITAL FOUNDATIONS. 4 Credits.
Pre-requisites: METC 110.
Introduction to media design and digital culture using computer software for the creation and manipulation of images and text, file management, and preparation for print, web or multimedia uses.