Design Arts

Interdisciplinary Major or Minor (http://catalog.uwgb.edu/archive/2014-2015/undergraduate/planning/interdisciplinary-majors-minors) (Bachelor of Arts)

Associate Professors – Jeffrey Benzow (chair), Toni Damkoehler
Lecturer – Addie Sorbo

Design Arts brings together studies of image and text to examine both the theory and the process of informative and expressive design for communication. The curriculum includes a series of core courses in graphic or environmental design and studies in the history, applications, and influences of print, video, and interactive communications. The program emphasizes understanding and using the design process as a creative decision-making tool. Students learn to develop and apply problem-solving methods and use design software and hardware, along with traditional image-making techniques, to develop effective design solutions for communication. The same core principles of design are practiced in environmental design with the focus on human scale issues in the settings in which people live and act.

This major provides a contemporary liberal arts education and an array of professional skills for a wide range of careers and advanced study, including graphic design, advertising and marketing, publications management, art direction, creative direction, and multi-media and website design, among others. The environmental design focus provides opportunities in urban planning, graduate studies in architecture and environmental graphic design. The program has a practicum and internship component through which students can gain professional experience in these areas.

Students have access to a technology studio that features design and imaging software and hardware standard to the design profession. A general-access Macintosh computer laboratory also supports the Design Arts program. Students have access to computer-aided design, drawing (CADD) equipment and model-building facilities as well as space for presentation of design solutions to clients and community members.

Students may study abroad or at other campuses in the United States through UW-Green Bay's participation in international exchange programs and National Student Exchange. Travel courses are another option for obtaining academic credits and completing requirements. For more information, contact the Office of International Education at (920) 465-2190 or see http://www.uwgb.edu/international/ .

- Design Arts Major (http://catalog.uwgb.edu/archive/2014-2015/undergraduate/programs/design-arts/major)
- Design Arts Minor (http://catalog.uwgb.edu/archive/2014-2015/undergraduate/programs/design-arts/minor)

Courses

DESIGN 131. Introduction to Design Arts. 3 Credits.
History, practices and methods of contemporary design. Technology trends and the impact of design in the economic, environmental and social spheres.
Spring.

DESIGN 331. Graphic Design Studio I. 3 Credits.
Problem-solving techniques in graphic communication; development of visual, verbal and project management skills applied in graphic design.
Development of design and technological skills using digital tools.
P: Art 106, 107 and Design 131 with at least a C grade; REC: Art 105 or 243 or Comm 243.
Fall and Spring.

DESIGN 332. Graphic Design Studio II. 3 Credits.
Project based problem-solving techniques in graphic communication: expansion of design and technological skills. Intermediate and advanced design techniques using digital design tools.
P: Design 331 with at least a C grade; REC: Comm 166 or 337.
Fall Only.

DESIGN 375. Communication Skills: Language of Metaphor. 3 Credits.
Examines metaphors and the metaphoric process and seeks to develop skills in creating and understanding metaphors, especially those that have become an unconscious part of our language and culture.
P: none; REC: Gen Ed req in Arts & Humanities.
Spring.

DESIGN 431. Graphic Design Studio III. 3 Credits.
Advanced methods in design research, problem-solving, design theory and technology use applied in graphic design and visual communications.
Perspectives on portfolio development and presentation.
P: Design 332 with at least a C grade.
Fall Only.

DESIGN 433. Advanced Studio. 3 Credits.
Applying concepts and skills in graphic design, technology and management in advanced communications design projects such as web development and multimedia authoring.
P: Design 332 with at least a C grade.
Fall and Spring.

DESIGN 435. Design Arts Publication Workshop. 3 Credits.
A comprehensive experience in the design and production of a magazine format publication from the early stages of design through to the finished printed product. Combines conventional design skills developed in the graphic communications studios and use of desktop publishing technology.
P: jr st and Design 332 with at least a B grade
Fall and Spring.

DESIGN 436. Environmental Design Studio I. 3 Credits.
Introduces use of creative problem solving techniques in defining, analyzing, and solving problems in the built environment at the scale of the individual. Emphasizes basic graphic and verbal presentation techniques and relationships between form, the natural environment, people, and function.
P: Art 106.
Fall Only.

DESIGN 437. Environmental Design Studio II. 3 Credits.
Analysis and design of group spaces, such as houses, classrooms, waiting rooms and other spaces intended for occupancy by groups of people.
P: Design 436 or Ur Re St 436.
Spring.

DESIGN 438. Environmental Design Studio III. 3 Credits.
Projects at the urban scale: design teams analyze physical, social, economic, historical, and administrative aspects of specific problems. Students formulate urban design programs and produce policies, plans, and designs.
P: Design 437 or Ur Re St 437.
Fall Only.

DESIGN 439. Environmental Design Studio IV. 3 Credits.
Each student proposes, designs and executes a design/research project of an elected topic. Individual projects are acceptable in some instances; projects by design teams are encouraged.
P: Design 437 or Ur Re St 437.
Spring.

DESIGN 478. Honors in the Major. 3 Credits.
P: min 3.50 all cses req for major and min gpa 3.75 all UL cses req for major.

DESIGN 497. Internship. 1-12 Credits.
Instruction and experience in a professional environment where students work in any aspect of the field appropriate to their academic preparation and career goals under professional and faculty supervision. No more than 3 credits may be used to meet requirements for a major or minor.
P: jr st and 3.0 gpa in major emphasis (dept will monitor gpa req).
Fall and Spring.