As a land-grant institution, the University of Illinois at Urbana-Champaign has a responsibility to acknowledge the historical context in which it exists. In order to remind ourselves and our community, we will begin this booklet with the following statement:

We are currently on the lands of the Peoria, Kaskaskia, Peankashaw, Wea, Miami, Mascoutin, Odawa, Sauk, Mesquaki, Kickapoo, Potawatomi, Ojibwe, and Chickasaw Nations. It is necessary for us to acknowledge these Native Nations and for us to work with them as we move forward as an institution. Over the next 150 years, we will be a vibrant community inclusive of all our differences, with Native peoples at the core of our efforts.
Our Mission

The curriculum in graphic design requires 122 credit hours and prepares the student for entrance into the professional practice of visual communications design. Studio work addresses graphic design fundamentals (typography and image making), design history and contemporary practices, research methods, user experience, and social responsibility. Students engage with complex problems and are asked to identify opportunities where design can intervene. In addition, students have the opportunity to develop their personal interests by taking advantage of a highly interdisciplinary selection of elective courses offered by the School of Art + Design, including photography, video, traditional printmaking, sustainability, advanced interaction design, and the design of Ninth Letter, a nationally-distributed and award-winning literary arts journal.
Our Student Learning Outcomes

1. A deep understanding of effective typography and image relationships in the creation of visual experiences
2. Ability to realize an idea through an iterative and creative making process of refinement
3. Critically analyze research, organize and visualize ideas across multiple mediums
4. Competence to use and embrace the research methods, frameworks, and techniques of the graphic design discipline as it evolves
5. Demonstrate the ability to apply knowledge of perception, cognition, and embodiment in a creative process
6. Understand diverse professional, social, and ethical impacts of the graphic design discipline
7. Understand diverse use of tools and technologies, including their roles in the creation, reproduction, and distribution of visual messages
Our Core Required Courses

ARTD 218 Interaction Design Foundation – 3 Hours
ARTD 222 Typographic Practice – 3 Hours
ARTD 251 Graphic Design Toolbox – 2 Hours
ARTD 270 Design Methods – 2 Hours
ARTD 318 Interaction Design – 2 Hours
ARTD 333 Type & Image – 3 Hours
*ARTD 351 Graphic Design Inquiry – 2 Hours
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ARTD 371 Graphic Design Practicum – 2 Hours
ARTD 418 Advanced Interaction Design – 3 Hours
ARTD 444 Typographic Systems – 3 Hours
ARTD 451 Ethics of a Designer in a Global Economy – 4 Hours
ARTD 471 Graphic Design Capstone – 3 Hours

* ARTD 351 is taken two separate times (as a 3rd and 4th year student).
Core Required Courses

Year One

Fall

FAA 101 Arts at Illinois
ARTF 101 Contemporary Issues in Art
ARTD/S 2D Category
ARTF Drawing Category

Spring

ARTE 101 Art, Design, and Society
ARTD/S 3D Category
ARTS 4D Category
Core Required Courses

Year Two

Fall

ARTD 222 Typographic Practice

ARTD 251 GD Toolbox + ARTD 270 Design Methods

(8 week course) (8 week course)

Spring

ARTD 333 Type & Image

ARTD 218 Interaction Design Foundation
Core Required Courses

Year Three

Fall

ARTD 451 EDGE

ARTD 351 GD Inquiry + ARTD 318 Interaction Design
(8 week course) (8 week course)

Spring

ARTD 444 Typographic Systems

ARTD 418 Advanced Interaction Design
Core Required Courses

Year Four

Fall

ARTD 351 GD Inquiry + ARTD 371 GD Practicum
(8 week course) (8 week course)

Spring

ARTD 471 Graphic Design Capstone
About Core Required Courses

**ARTD 218 Interaction Design Foundations**

**Description**

This 16-week course will immerse students in a series of assignments designed to help them develop a fundamental understanding of front-end web technologies, such as HTML5, CSS and JavaScript, and prepare them to plan and develop interactive experiences.

**Objectives**

Introduce the technical aspects and scope of interaction design. By the end of the semester, each student will learn HTML, CSS, JavaScript, content management systems, methods, and processes used in an interactive project.
About Core Required Courses

ARTD 222 Typographic Practice

Description
This introductory studio functions as a survey of typographic practice across media platforms. Students relate typographic form to reading conventions and reproduction technologies.

Objectives

› An appreciation of typography’s role in design and understand its potential for effective communication

› Identify and distinguish between basic typefaces and identify nuances of specific letterforms

› Develop an understanding of the language of typography, which includes critical theory, critique, history, technology, and craftsmanship

› Apply typographic theory to type setting

Software
Adobe CC (InDesign and Illustrator)
About Core Required Courses

**ARTD 251 Graphic Design Toolbox**

**Description**
This studio introduces students to the field of graphic design in theory and practice. The course examines what graphic designers make and the methods that are employed in contemporary design practice. Emphasis is placed on the organization and visual presentation of relevant content across media and their effect within systems.

**Objectives**
- Demonstrate effective understanding of a design problem, creative brief including purpose, design, and implementation
- Understand tools, methods, and processes graphic designers use in their field
- Introduction to semiotics through projects that are typical to the graphic design field

**Software**
Introduction to an increased knowledge of Adobe CC (Illustrator, Photoshop, and InDesign)
About Core Required Courses

ARTD 270 Design Methods

Description

Design Methods is a hybrid studio and seminar that introduces students to the principles and process of human-centered design through a focus on research and observation outside of the studio. This approach will allow students to address the social and cultural contexts in which designers intervene. Through a series of exercises and projects, students will begin to develop competencies in conducting research in specific environments in order to inform and inspire the direction of their design projects. Students will also learn how to iterate design solutions and prototypes based on expert input, testing and user feedback. Students will better understand and articulate the tools and methodologies shared by all design disciplines as it relates to a variety of actions and outcomes: visual communication and the design of objects, services, interactions and experiences.

Objectives

- Deep understanding of design research methods
- Understand prototyping and other HCD tools
- Introduction to systems thinking as a design process
- Apply action research and responsive feedback loops to develop creative solutions for complex problems

Software

Adobe CC (Illustrator, Experience, and Photoshop)
About Core Required Courses

ARTD 318 Interaction Design

Description
This studio explores the construction of compelling user experiences that incorporate the use of digital media. Students investigate both the theoretical and practical aspects of interaction through exercises involving information architecture, interface design, and creative code.

Objectives
› Develop a thorough and intuitive understanding of the design process and how to apply that to the student work produced in this course

› Working collaboratively with students in a team environment from different disciplines

› Demonstrate for students the concepts, skills and methods in interaction design

› Understand best practices in interaction design (IxD); user experience design (UX), user-interface design (UI) and information architecture (IA)

› Promote the use of the various planning process in interaction design. (i.e. Benchmark Analysis, journey maps, wireframes, visualization of the experiences people have when interacting with a product or service, so that each moment can be individually evaluated and improved.)

Software
Adobe CC (InDesign, Photoshop, Illustrator, and XD), InVision
About Core Required Courses

**ARTD 333 Type & Image**

**Description**

This studio extends typographic study with representational strategies for image reproduction technology. Students engage in practices for incorporating existing and created imagery into typographic systems.

**Objectives**

› An awareness of the professional world of design practice

› An enhanced knowledge of typography

› An understanding into how graphic designers make and use images and the ethics and best practices on how to work with images from other artists

› An increased sensitivity to the pairing of type and image

**Software**

Adobe CC (InDesign, Photoshop, and Illustrator)
About Core Required Courses

ARTD 351 Graphic Design Inquiry

Description
A series of topical studios that touch upon the myriad practices of graphic design. Students produce and analyze form and content according to each individual topic. Media engagement varies across sections.

Objectives
› Learn to work in teams to solve complex and relevant design problems
› Explore team projects in service design, packaging design, or way finding
› Understand basics of design research

Software
Adobe CC (InDesign, Photoshop, Illustrator, and XD)
About Core Required Courses

ARTD 371 Graphic Design Practicum

Description

This analytical studio prepares students for entry into the field of graphic design. Professional practice isparsed into areas of opportunity, to which students ultimately align themselves and by which they structure their preparatory endeavors.

Objectives

› Reflection and discussion of your current body of work

› More understanding of the graphic design profession through interactions with people from the field

› Create an online portfolio presence

› Finish your print and digital resume

Software

Adobe CC (Illustrator, Experience, Photoshop, and InDesign)
About Core Required Courses

**ARTD 418 Advanced Interaction Design**

**Description**

This advanced design studio immerses students in design investigations that foster understanding of emergent digital interaction paradigms. Potential areas of exploration include design and development for both mobile devices and interactive environments.

**Objectives**

- Understand best practices in interaction design (IxD); user experience design (UX), user-interface design (UI) and information architecture (IA)
- Promote the use of the various planning process in interaction design
- Demonstrate for students the concepts, skills and methods in interaction design

**Software**

Adobe CC (InDesign, Illustrator, and Photoshop)
### About Core Required Courses

**ARTD 444 Typographic Systems**

**Description**

Students engage with complex typographic systems across varied media in a studio setting.

**Objectives**

- To set large blocks of text in print and on screen
- To experiment with type through materials, technologies, and solutions
- Further understanding of the history and language of typography and layout
- A deep understanding of the typographer’s role in visual communication

**Software**

Adobe CC (InDesign, Illustrator, and Photoshop)
About Core Required Courses

**ARTD 451 Ethics of a Designer in a Global Economy (EDGE)**

**Description**

Ethics of a Designer in a Global Economy (EDGE) studio presents complex problems of ethics within the graphic design practice. Individual sections address social and environmental issues.

**Objectives**

- A discussion of ethics in graphic design
- To activate social change perspectives around systems, sustainability, and design-led social change
- Work on real projects that will have a campus or community impact
- To learn how design can help shape a positive future for people and for the planet
- Learn about current design trends in our social and professional practice

**Software**

Adobe CC (InDesign, Photoshop, Illustrator, and XD)
About Core Required Courses

ARTD 471 Graphic Design Capstone

Description:
Students in this advanced studio articulate individual interests and conduct corresponding investigations to develop specialized expertise. The coursework represents the student’s final preparation for practice in graphic design.

Objectives:
› More defined area of professional interest
› An understanding of the context of your work
› New parameters for further self-initiated work

Software:
Adobe CC mastery
Art History Requirements

ARTH 110 Introduction to the History of Art and Visual Culture – 3 Hours
ARTH 211 Design History Survey – 3 Hours

You will need to take 2 hours of ARTH of a 200+ level course. Some examples include:

ARTH 241 Modern Art, 1880-1940 – 3 Hours
ARTH 257 History of Photography – 3 Hours
ARTH 344 Spanish Modern Art – 3 Hours
ARTH 360 Women and Visual Arts – 3 Hours
Possible Art + Design Electives

(12-credit hours needed)

ARTS 205 Intro to Printmaking – 3 Hours
ARTS 241 Image Practice – 3 Hours
ARTS 243 Time Arts I – 3 Hours
ARTS 244 Interaction I – 3 Hours
ARTS 251 Painting I – 3 Hours
ARTS 252 Making and Meaning – 3 Hours
ARTS 254 Painting II – 3 Hours
ARTD 260 Basic Photography – 3 Hours
ARTD 261 Photography II – 3 Hours
ARTD 362 Photography Workshop – 3 Hours
ARTD 399 Internship in Design – 1 to 4 Hours
ARTS 405 Special Topics in Print Making – 3 Hours
ARTD 415 Ninth Letter – 3 Hours
ARTS 444 Interaction II – 3 or 4 Hours
Studying Abroad

The Graphic Design Program encourages our students to also learn by studying overseas (preferably in the spring of your junior year). We have formal relationships with these programs abroad:

- **Denmark: DIS Copenhagen**
- **Italy: Lorenzo deMedici – Florence, Italy**
- **United Kingdom: University of the Arts London**

To get started, please begin by visiting the Study Abroad Office on campus, or their website: [www.studyabroad.illinois.edu](http://www.studyabroad.illinois.edu).

Application deadlines are:

- **Fall semester programs** – 2/15
- **Summer programs** – 2/15
- **Spring semester programs** – 9/15
Our Program Policies

Technology:
Each student is required to have a functioning Macintosh platform laptop that is up-to-date with current Adobe Creative Suite software. All work files must be backed up. Loss or inaccessibility of data will not be accepted as an excuse for missing a deadline or project presentation. If you refuse to buy a Mac be prepared to make all necessary translations in file formats.

Attendance:
Attendance is mandatory. Students will be graded on their attendance record and the degree to which they are prepared for class. As a matter of general policy, class absences are not excused. Instructors will reasonably accommodate certain types of absences, as described in Article 1, Part 5, Section 1-502 of the Student Code.

An absence is defined as:
› missing class entirely
› arriving 15 min late—past the official class start time
› not being in class for more than 15 min—stepping out or leaving early

Three tardies are equal to one absence. If a class is missed, it is the student’s responsibility to contact their classmates first for the material and information covered that day. Students are expected to come to the next class prepared for the work that is to be covered. Office hours should be used for individual discussion and catch up opportunities. The student is responsible for contacting the instructor right away in order to coordinate and make arrangements for making up missed work.
Our Program Policies

Academic Integrity:
Academic integrity means honesty and responsibility in scholarship. Students and faculty alike must obey rules of honest scholarship, which means that all academic work should result from an individual’s own efforts. Intellectual contributions from others must be consistently and responsibly acknowledged. Academic work completed in any other way is fraudulent. (Learn more: www.library.uiuc.edu/learn/research/academicintegrity.html)

Disability Resources and Educational Services:
Students with physical, medical, systemic, learning, and psychiatric disabilities who wish to seek accommodations in this course should contact Disability Resources and Educational Services for a Letter of Accommodation and present it to the instructor during the first week of class. Accommodations will not be made retroactively. Please visit http://www.disability.illinois.edu for more information.

Etiquette:
In a successful learning environment, your undivided and unmediated attention is required for the duration of the class. There will be moments in class when laptops are not allowed, this will be depend on the scenario and will be announced. Otherwise limited use of laptops is allowed and only as it relates to the activities of our studio. Obviously social media activity and texting during class time should not occur. Please remember to silence your phone. Emergency phone calls can be taken outside of the classroom.
Our Faculty

**Eric Benson**
Biological Systems Thinking/ Sustainable Materials/ Dystopian & Utopian Futures

**Deana McDonagh**
Empathic Design/ Emotions/ Design Research/Aging and Disability

**Juan Salamanca**
Social Computing/Interaction Design/Mediating Artifacts/ Visual Analytics

**Lisa Mercer**
Social Innovation/Social Impact/Responsible Design/ Interaction Design

**Stacey Robinson**
Afro-Futurism/Black & Brown Utopias/Race/Graphic Novels/African Diasporas and Wakanda

**Stan Ruecker**
Academic Prototyping/ Digital Humanities/Design Theory/Experience Design

**Angelica Sibrian**
Community-Centered Design/Latinas in Higher Ed./ Empathy/Social Justice

**Molly Briggs**
The Built Environment/ Immersive Media/Visual Culture/Design Theory

**Nekita Thomas**
Co-Design/Race/Urban/ Social Justice
Leah Pearlman designed this booklet for the Graphic Design program at the University of Illinois in Urbana-Champaign in April 2019.

This booklet is set in the typeface Gotham designed by American type designer Tobias Frere-Jones in 2000.

*This booklet hopes to reinforce through its aesthetics that design is about process and that all designers should carry a sketchbook everywhere they wander.*