

Minor in
Graphic Design

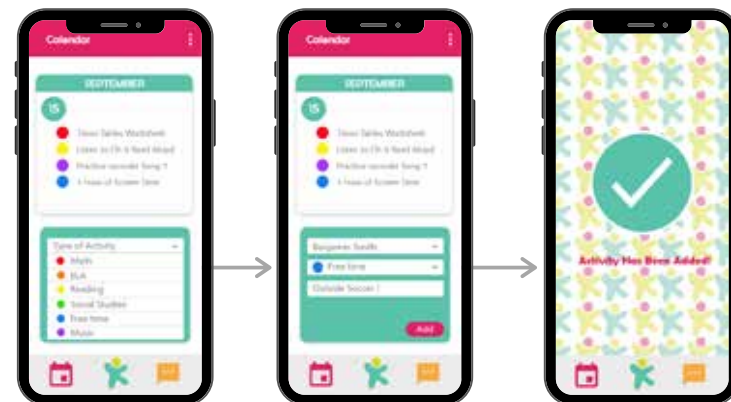
FRAMINGHAM STATE UNIVERSITY



Enhance your
degree with a
Graphic Design
minor.

ART & MUSIC DEPARTMENT

be part of studio culture
create a slide deck
design for social good
creative problem-solving
present your work
assess brands
navigate the mobile landscape
understand target audiences
learn to use the adobe programs
create by hand
create client briefs
learn to speak to clients
develop creative concepts
be part of a team



Choose 5 courses.

1

**ARTS 140 INTRODUCTION TO GRAPHIC DESIGN
OR
ARTS 230 DIGITAL TOOLS FOR ART AND DESIGN**

2

**ARTS 216 INTERACTIVE DESIGN
OR
ARTS 366 BRANDING AND IDENTITY DESIGN**

3

ARTS 222 COLOR AND DESIGN

4

ARTS 335 PRINCIPLES OF USER EXPERIENCE DESIGN

5

ARTS 361 TYPOGRAPHY

Expand your skillset.

ARTS 140 INTRODUCTION TO GRAPHIC DESIGN

Offered in Spring and Fall semesters (subject to change)

An introduction to the tools and concepts used to create contemporary graphic design experiences for relevant audiences, for example creating a résumé, developing an infographic for a presentation, or building a business plan for a start-up company. Students build a foundation of basic skills through layout, color theory, grids,

typography, and motion and learn to apply them through logos, posters, screen-based design, and more. Skills for designing are learned through sketching by hand as well as with the latest digital design tools. This course may only count as a free elective for Studio Arts majors.

Innovate and interact.

ARTS 216 INTERACTIVE DESIGN

Offered in Spring semesters (subject to change)

The study of concepts and techniques using a variety of software programs in the design of websites and interactive multi-media. Projects include web layout and the development of interface and interaction design on the computer. Students develop skills with flowcharting, storyboarding,

scripting, and interactive design basics such as screen design, optimizing images, and working with color and type.

Prerequisite: ARTS 230 Digital Tools for Art and Design, or ARTS 361 Typography, or permission of the instructor.

Explore the creative process.

ARTS 222 COLOR & DESIGN

Offered in varying Spring and Fall semesters, next section Fall 2022

An examination of the language of visual communication, focusing on the principles of design. Students explore line, shape, form, value, texture, color, and space in relation to various compositional strategies. Lecture

and discussion sessions introduce historical and contemporary theories of two-dimensional design. Note: Students cannot receive credit for both this course and ARTS 202 Two-Dimensional Design.

Learn the tools of the trade.

ARTS 230 DIGITAL TOOLS FOR ART & DESIGN

Offered in Fall semesters (subject to change)

An introduction to digital skill development in the creative processes of Studio Art.

Emphasis is placed on the application of digital skills in relation to the hands-on nature of studio art practices necessary for fine artists, designers, and art educators. Topics may include: preparing images for a gallery brochure, building a promotional artist's website, creating storyboards for an illustrated book, creating digital art based on traditional hand

rendering/building techniques, or developing a course syllabus for teaching art.

Students in this course build upon art and design principles (scale, form, contrast, line, and negative space) and apply these principles through digital means such as creative software programs, scanning, and digital image-making. Building, drawing, and creating by hand are also key aspects of the course.

Open to non-studio art majors.

Design for target audiences.

ARTS 335 PRINCIPLES OF USER EXPERIENCE DESIGN

Offered in Fall semesters every other year, next section Fall 2022

An introduction to the essential practice of user-centered design. Creating a product, launching a website or mobile application, managing a retail store, or offering any service requires an in-depth knowledge of clients and customers. User Experience Design (UX) is the bridge between design and a range of fields such as business, computer science, and sociology. Students learn the latest user testing methodologies and design research. These methods are applied to the design of websites, mobile applications, packaging design, and a range of services and experiences for customers. Current and emerging technologies are introduced. Basic sketching, by hand and digitally, are covered in the course. Prerequisite: ARTS 140 Introduction to Graphic Design or ARTS 230 Digital Tools for Art and Design

Discover type.



ARTS 361 TYPOGRAPHY

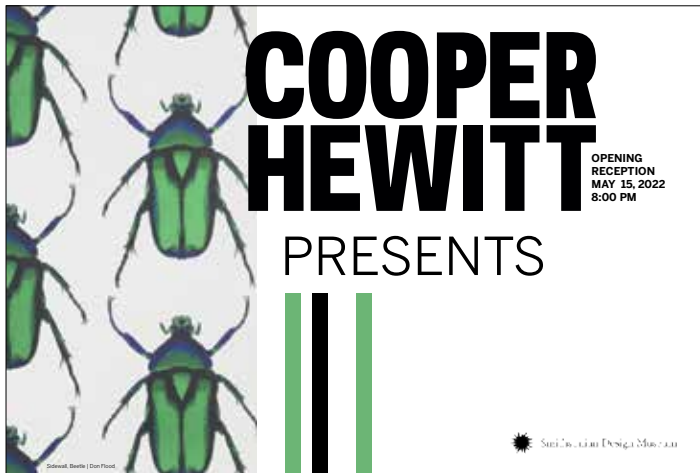
Offered in Fall semesters (subject to change)

An introduction to the concepts and principles of typography. Students explore both the informational and expressive aspects of type. Word and image studies that explore space, color, hierarchy, scale, and grid systems are taught in combination with projects that offer students the opportunity to solve design challenges for

the screen, printed materials, or three-dimensional applications. Students build skills through hands-on projects as well as through design software.

Prerequisites: ARTS 140 Introduction to Graphic Design or ARTS 230 Digital Tools for Art and Design.

Build brands.



ARTS 366 BRANDING & IDENTITY DESIGN

Offered in Spring semesters (subject to change)

An intermediate-level Graphic Design course that prepares students to design visual identities across a variety of media as well as to articulate the importance of building a substantial brand. Topics include logo design, and designing for mobile devices, websites, packaging, signage, and more. Case studies, semiotic methods, and group activities are utilized as a means

to analyze the role of words and images in dynamic contemporary contexts and offer students the tools needed to design for various scenarios. Formal skills are strengthened through sketching by hand and working with the latest digital design tools. Prerequisite: ARTS 230 Digital Tools for Art and Design.

Next steps.

- + **Graphic Design minor available to be declared after May 2022**
- + **Any qualifying courses previously taken can be added to the minor**

Contact Stephanie Grey or Laura Osterweis for more information.

