School of Industrial and Graphic Design

Graphic Design Academic Standards

Students pursuing the bachelor of fine arts degree (BFA) in graphic design (GDES) will enroll in the College of Architecture, Design and Construction as Pre-Graphic Design (PGDE) majors for the first year level curriculum.

Acceptance and Progression into the Professional Graphic Design Program

The program maintains the right to limit freshmen and transfer enrollment. Admission into the BFA in graphic design is selective, is limited, and is based on a multiple step process.

1. Application for Pre-Graphic Design: Once accepted to Auburn University, students will be designated as Pre-Graphic Design (PGDE) for the first year of the curriculum. Entering freshmen admitted to Auburn who are admitted as PGDE to the major must begin their program of study in the fall or spring term of the academic year after they are admitted, or they will be held to the same admission requirements as transfer students. Entering freshmen who are not admitted into Pre-Graphic Design may consider other programs in the college and should communicate with the CADC Office of Student Services to discuss options.

2. PGDE to GDES second year level Courses: After completing the first year level Pre-Graphic Design curriculum, an admission process based on GPA ranking admits qualified students into the Graphic Design second year level program for the GDES 2210 and GDES 2220 courses. Once accepted into the second year level Graphic Design major, the students will be classified as GDES and be considered probationary. The admissions process into the second level GDES program is as follows: Pre-Graphic Design students must complete at least 28 semester hours of credit including: GDES 1110 Foundation Drawing; GDES 1210 Foundation Design I; GDES 1220 Foundation Design II; ARTS 2100 and ARTS 2150; and at least 6 hours of coursework counting toward the University Core Curriculum. The GPA for entrance to the second level of Graphic Design will be calculated on the above listed courses only. (The two highest Core grades will be utilized.) [Grades received at other institutions in courses that have been accepted by Auburn, as Core or fundamental art course requirements, will be included in the GPA.] Following completion of the above listed courses, PGDE students will submit an Application to BFA in Graphic Design Degree Program to the CADC Office of Student Services. Students will be ranked by GPA and the top students will be selected. These students will be notified and then registered in the next level courses – GDES 2210 Graphic Processes and GDES 2220 Typographics I, by CADC Office of Student Services. Students who are not accepted can reapply in following semesters.

3. B.F.A in Graphic Design Entrance Review All probationary second-year level GDES students who have achieved a minimum 2.50 GPA in GDES 2210 and GDES 2220 are eligible to apply through a portfolio review process for GDES 2230. The Graphic Design Review Committee will conduct an entrance review twice per academic year, at the end of fall semester and at the end of spring semester. To advance to GDES 2230, it is required that students submit an unofficial transcript showing the required GPA, a portfolio of work from GDES 2210 and GDES 2220, and a one page typewritten statement of intent. The portfolio will consist of 6 projects from the two courses (no more than four projects from one course). The statement of intent should include reasons for choosing the Graphic Design major and address career goals. The Graphic Design Review Committee will evaluate the student’s portfolio and written statement in terms of the individual student’s skills, artistic perception, conceptualization, and professionalism. Upon successful admission by portfolio review, the student will be required to purchase a laptop computer that meets minimum specifications and will be allowed to register for 3000-level courses.

Continuation in the Program

The Graphic Design Program is very demanding and competitive. Each student’s success in this program is not guaranteed; therefore, it is expected that each student will work hard to meet all of the requirements of this professional program. Students are advised to be aware of their strengths and weaknesses and continue to work towards excellence in all areas.

Due to prerequisites within the Graphic Design curriculum, all required coursework* in the Graphic Design major must be completed with a grade of C or better. In the event a C is received in a required course, then the student will be asked to meet with the Graphic Design student advisor. If a grade of D or F is received in any required coursework*, a review may be required by the Graphic Design program chair, and the student will be required to repeat the course before continuing in the program.

Students receiving a second C, D, or F in required courses* will be reviewed for continuance by a committee of graphic design faculty to determine the student’s ability to meet the requirements of the GDES professional degree program.
*Required coursework includes: GDES 2230, GDES 3710, GDES 3240, GDES 3210, GDES 4640, GDES 4240, GDES 4250, GDES 4990, GDES 4991

Transfer Students for Graphic Design
The Graphic Design (GDES) program maintains the right to limit transfer enrollment based on available resources. On and off-campus transfer students must file a GDES Transfer Student Admission Application and meet criteria listed in the application with the CADC Office of Student Services no later than the posted deadline.

A student must have a minimum cumulative unadjusted GPA of 2.8 (on a 4.0 scale) on all collegiate work attempted and will be accepted on a space-available basis as determined by the School Head.

On and off campus transfer applicants must meet criteria listed in the “Academic Policies” section of the Auburn University Bulletin. The application packet includes an application form, statement of intent, and official transcripts from all schools attended. A portfolio is required for consideration of transfer credit for any studio classes taken. Applicants must be admitted to Auburn University at the time of application. Screening of applications for fall admission begins in March with applicants notified by e-mail. Screening of applications for Spring admission begins in October with applicants notified by e-mail. Students admitted MUST begin the program the following term. Course work in the major must be taken in sequence; transfer students should anticipate that additional semesters of study may be required to complete the program.

Industrial Design Academic Standards
The required INDD First Year Studio summer sequence is offered to students in good standing who meet the following criteria: completion of 24 credit hours of university work or with approval of the School Head. Students are not required to have completed the INDD freshman model curriculum before enrolling in the summer semester INDD First Year Studio. The First Year Studio sequence is only offered in the summer semester.

Acceptance and Progression in the Professional Industrial Design Program
The department maintains the right to select the most highly qualified students for admission to and for continuation in the INDD professional program. Enrollment is restricted in upper-level professional INDD studios (second, third, and fourth year) and based on INDD GPA. Students not admitted into an upper level professional INDD studio may retake the summer studio sequence in subsequent years and are re-ranked against new applicants and available resources in that year level. The department reserves the right to retain original work accomplished as part of course instruction.

After a student is accepted into the summer semester First Year Studio, the student must make at least a grade of C or higher in studio courses in order to be considered for progression in the program. Grades below C in studio courses 1310 through 4210 must be repeated. Design courses must be taken in sequence unless otherwise approved by the school head. A portfolio and presentation at a high school are required for graduation.

Special Opportunities for Qualified Students
The School of Industrial and Graphic Design Study Abroad programs are design experiences, with students sharing studios and workshops at colleges and universities in England, Ireland, Northern Ireland, Scotland, Taiwan, and Hong Kong.

Transfer Students for Industrial Design
Please contact the School Head of Industrial and Graphic Design for information on transferring into Industrial Design.

Majors
- Graphic Design (http://bulletin.auburn.edu/undergraduate/collegeofarchitecturedesignandconstruction/industrialandgraphicdesign/graphicdesign_major/)
- Industrial Design (http://bulletin.auburn.edu/undergraduate/collegeofarchitecturedesignandconstruction/industrialandgraphicdesign/industrialdesign_major/)
- Post-Baccalaureate Industrial Design Studies (http://bulletin.auburn.edu/undergraduate/collegeofarchitecturedesignandconstruction/industrialandgraphicdesign/environmentaldesign-postbaccalaureateindustrialdesign_major/)
Minors

- Industrial and Graphic Design Processes (http://bulletin.auburn.edu/undergraduate/collegeofarchitecturedesignandconstruction/industrialandgraphicdesign/industrialandgraphicdesign_minor/)

Environmental Design Courses

**ENVD 2000 ENVIRONMENTAL DESIGN CONCEPTS AND PRACTICES I (3)** LEC. 3. Pr. ARCH 1000 or INDD 1120 or BSCI 1100. Or ENVD major. Core knowledge of design and construction disciplines and business practices related to human-designed environments. Includes national and global perspectives and focus on interdisciplinary studies.

**ENVD 2007 ENVIRONMENTAL DESIGN CONCEPTS AND PRACTICES I (3)** LEC. 3. Pr. ARCH 1000 or INDD 1120 or BSCI 1100. Or ENVD major. Core knowledge of design and construction disciplines and business practices related to human-designed environments. Includes national and global perspectives and focus on interdisciplinary studies.

**ENVD 2010 INTRODUCTION TO DESIGN AND DESIGN METHODS (3)** LEC. 3. Introduces students to the importance of design and basic design methods.

**ENVD 2040 DESIGN, INVENTION AND SOCIETY (3)** LEC. 3. Role of design and invention in society from the ancient to the contemporary world.


**ENVD 2200 READINGS IN LANDSCAPE ARCHITECTURE (3)** SEM. 3. Investigates the idea of landscape through a range of texts, images, and built works that have helped form, and continue to shape, our understanding of the landscape. First year of B.ENV.ED.

**ENVD 3000 ENVIRONMENTAL DESIGN CONCEPTS AND PRACTICES II (3)** LEC. 3. Pr. ENVD 2100. Departmental approval. Advanced knowledge of design, construction and planning disciplines and practice. National/global environmental design issues, focus on interdisciplinary concepts, hybrid practices, & sustainability.

**ENVD 3100 CIVIC ENGAGEMENT AND RESEARCH METHODS (3)** LEC. 3. Pr. ENVD 3000. Departmental approval. Civic engagement and research methods for environmental design. This is a research prep course to develop research methods, projects, and community partnerships for summer ENVD 4100 workshop capstone.

**ENVD 3200 SYSTEMS IN BUILT ENVIRONMENT I (3)** SEM. 2.5. Pr. ENVD 2100. Focus on research of different systems in built environments, and different research methods that can be used in design in order to understand and represent them.

**ENVD 3300 SYSTEMS IN BUILT ENVIRONMENT II (3)** SEM. 2.5. Pr. ENVD 2100. Focuses on application of research from design and construction disciplines in built environment through testing and prototyping, thus exploring potential for application in a larger context.

**ENVD 4000 ELEMENTS OF URBAN DESIGN (3)** LEC. 3. Pr. ENVD 2100. ENVD 4000 provides environmental design students with an introduction to urban design theories, methods and processes through combination of lectures and hands-on instruction.

**ENVD 4010 ELEMENTS OF DESIGN THINKING AND COMMUNICATION (3)** LEC. 3. This is a 3-credit hour class that builds design communication skills through a series of projects that utilize both hand-rendering and digital media.

**ENVD 4017 ELEMENTS OF DESIGN THINKING AND COMMUNICATION (3)** LEC. 3. This is a 3-credit hour class that builds design communication skills through a series of projects that utilize both hand-rendering and digital media.

**ENVD 4100 ENVIRONMENTAL DESIGN WORKSHOP II - CAPSTONE (6)** LEC. 6. Pr. ENVD 3100. Environmental design knowledge & technical skill set using principles of collaboration, leadership & effectiveness training, hands-on experience, civic engagement & design communication skills.

**ENVD 4500 PROFESSIONAL PRACTICE (3)** SEM. 3. Pr. ENVD 3000. Enable students to learn elements of professional communication; create persuasive portfolio of their work; and to seek, and prepare for, internship and job opportunities.

**ENVD 4900 DIRECTED STUDIES (3)** IND. 3. Pr. ENVD 2100. Highly focused study (design research, design research application) in an area of interest to student that is approved by, and supervised by, a faculty member with such expertise. Must be in Junior or Senior status. Course may be repeated for a maximum of 6 credit hours.
ENVD 4920 INTERNSHIP IN ENVIRONMENTAL DESIGN (1) INT. 1. SU. Faculty Approval. Internship in the areas of environmental design, as approved by faculty supervisor.

ENVD 4970 SPECIAL TOPICS IN ENVIRONMENTAL DESIGN (3) LEC. 3, AAB. 0. Topics include: digital production, portfolio making and design thinking. Course may be repeated for a maximum of 9 credit hours.

ENVD 4977 SPECIAL TOPICS IN ENVIRONMENTAL DESIGN (3) LEC. 3. Topics include: digital production, portfolio making and design thinking. Course may be repeated for a maximum of 9 credit hours.

ENVD 5030 STUDIES IN DESIGN THINKING AND ENTREPRENEURSHIP (3) SEM. 3. Study and application of design and innovation thinking in entrepreneurship, with a special emphasis on social entrepreneurship. May count either ENVD 5030 or ENVD 6030.

ENVD 5037 STUDIES IN DESIGN THINKING AND ENTREPRENEURSHIP (3) LEC. 3. Study and application of design and innovation thinking in entrepreneurship, with a special emphasis on social entrepreneurship. May count either ENVD 5030 or ENVD 6030.

Graphic Design Courses

GDES 1110 FOUNDATION DRAWING (4) STU. 8. Coreq. GDES 1210. PGDE majors only; school approval. Representational drawing with various media. Emphasis on accurate observation, pictorial organization, depiction of space as well as on concept development and creativity.

GDES 1210 FOUNDATION DESIGN I (4) LEC. 1, STU. 6. Coreq. GDES 1110. PGDE majors only; school approval. Elements and principles of basic two-dimensional design. Emphasis on composition, color theory, and craftsmanship.

GDES 1220 FOUNDATION DESIGN II (4) LEC. 1, STU. 6. Pr. GDES 1210. Elements and principles of design with emphasis on basic three dimensional design. Emphasis on spatial organization, color, and media exploration, planning and craft.


GDES 2220 TYPOGRAPHICS I (4) LEC. 1. STU. 6. Pr. GDES 1110 and GDES 1220 and (ARTS 2100 and ARTS 2150). Coreq. GDES 2210. Historical development and practical applications of typography for design, layout, and other contemporary formats. School approval.

GDES 2230 INTRODUCTION TO GRAPHIC DESIGN (4) STU. 8. Pr. GDES 2210 and GDES 2220. Design, layout, and image-making procedures for creative problem-solving in graphic design, with emphasis on presentation, creativity, and visualization. School approval. Portfolio review required.

GDES 3110 ELEMENTS & PRINCIPLES OF DESIGN I: FORM AND COMPOSITION (3) LEC. 3. Pr. INDD 1120. This course will expose students to a variety of design methods, and their applicability to non-design disciplines, highlighting the parallel between critical thinking and design thinking.

GDES 3120 ELEMENTS & PRINCIPLES OF DESIGN II: TYPOGRAPHY AND IMAGE (3) LEC. 3. Pr. INDD 1120. This course will teach the basic concepts and vocabulary of typography with an emphasis on the expressive potential of typography when combined with imagery in layout form.

GDES 3130 GRAPHIC DESIGN LITERACY: MESSAGE, CONTEXT, MEANING (3) LEC. 3. Pr. INDD 1120. This course is a seminar that prepares students to participate actively and confidently in conversations about visual communications. Students investigate the historical bases of graphic design as well as examine contemporary issues informing the practice of graphic design. Seminar members read and discuss case studies and design criticism, and apply analytical approaches to examples of contemporary design through oral presentations and written arguments.

GDES 3140 DESIGN THINKING: INTRODUCTION TO DIGITAL SCREEN MEDIA (3) LEC. 3. Application of design thinking (focus on experience of the user) in the context of screen-based (computers, web applications, phones) design. Projects may include the redesign of an existing website, design concept for a new mobile application, and a new video game concept.

GDES 3210 PHOTO DESIGN (4) STU. 8. Pr. GDES 2210 and GDES 2220. Traditional black and white film photography that covers technical aspects of the 35mm camera and film and basic darkroom procedures for black and white film and basic darkroom procedures for black and white film and an awareness of the aesthetics and semantics associated with photographic imagery.
GDES 3220 PHOTO COMMUNICATIONS (4) STU. 8. Photography as applied communication such as advertising, editorial photography, and annual report photography. Emphasis on advanced technological and studio techniques.

GDES 3230 LETTERPRESS IMAGING (4) LEC. 1, LST. 3. Pr. GDES 2230. Experimental imaging using letterpress equipment to develop new techniques appropriate to today's communications industry. Emphasis on individual creativity, experimentation and initiative.


GDES 3250 TYPOGRAPHICS II (4) STU. 8. Pr. GDES 2230. Experimental application of typography for design and layout, exploring contemporary techniques. Historical understanding expected. Emphasis on presentation and visualization of concepts.

GDES 3260 KINETIC TYPOGRAPHY (4) LEC. 4. Pr. GDES 2230. Focuses on how motion affects meaning and how new meaning can be developed through time, space, and sound.

GDES 3710 GRAPHIC DESIGN HISTORY (4) LEC. 4. Pr. GDES 2230. Coreq. GDES 3240. History of graphic design, with emphasis on social and cultural contexts, symbolic application, formal characteristics, and significant movements.

GDES 3910 GRAPHIC DESIGN INTERNSHIP PRACTICUM (2) LEC. 2. Pr. GDES 2210 and GDES 2220. Acceptance into the GDES program. Focuses on the professional practices of Graphic Design through portfolio creation and presentation, resume and cover letter writing and the tactics of searching for an internship.

GDES 3920 GRAPHIC DESIGN INTERNSHIP (4) INT. 4. Pr. GDES 2230. a fifteen-week period working full time as a staff member with an approved internship sponsor under the direction of a supervising art director.

GDES 4240 GRAPHIC DESIGN I (4) STU. 8. Pr. GDES 3710. Application of communicative procedures and skills necessary to convey messages by means of graphic presentation: problem solving in corporate identity, advertising design, self promotion, etc. Development of student's individual style.

GDES 4250 GRAPHIC DESIGN II (4) STU. 8. Pr. GDES 4240. Development of individual style in communication via graphic graphic presentation, with emphasis on problem-solving in publication design, self-promotion, large-format design, and layout.

GDES 4260 MAGAZINE DESIGN (4) STU. 8. Pr. GDES 2230. Concepts of graphic design are explored; specifically an understanding of grid, message-making and qualities of design in the magazine format.

GDES 4270 ADVANCED INTERACTIVE MEDIA (4) STU. 8. Pr. GDES 3240. Focuses on the principles and methodologies used throughout the interactive design industry for creating screen-based dynamic media. Students develop a conceptual framework for real world applications, exploring industrial, social and cultural issues.

GDES 4640 IMAGE I (4) STU. 8. Pr. GDES 2230. Application of illustration techniques and concepts to various graphic formats. Development of personal skills and individual style.

GDES 4650 IMAGE III (4) STU. 8. Pr. GDES 2230. Exploration of two dimensional and three dimensional imaging techniques and concepts. Development of personal skills and an individual style.

GDES 4900 DIRECTED STUDIES FOR GRAPHIC DESIGN (2-3) AAB. Pr. GDES 2210 and GDES 2220. Directed Studies in Graphic Design focuses on individualized study in Graphic Design. Student must have a 3.0 average in GDES course curriculum and departmental approval. Topics may include Graphic Design, Imaging, Web Design. Course may be repeated for a maximum of 9 credit hours.

GDES 4970 SPECIAL TOPICS FOR GRAPHIC DESIGN (4) LEC. 1, LST/ST1. 6. Pr. GDES 2230 and GDES 3710. Special Topics in Graphic Design focuses on topics in graphic design that are additional to the regular curriculum. Specific course topics are developed by the instructor. Student must have a 3.0 average in GDES GDES course curriculum. Course may be repeated for a maximum of 12 credit hours.

GDES 4990 SENIOR PROJECT FOR GRAPHIC DES (5) STU. 10. Pr. GDES 4250. Coreq. GDES 4991. A directed terminal studio project with choice of subject and medium. Project will be exhibited and a faculty committee will award a letter grade. Must be taken in student’s final semester.
Applications of design thinking in product creation.
INDD 4120 ADVANCED COMPUTER AIDED DESIGN II (3) LEC. 3. Pr. INDD 3230. This course builds on concepts learned in INDD 3230, with emphasis on form creation, modeling and troubleshooting and the use of digital techniques to produce three dimensional models.

INDD 4210 INDUSTRIAL DESIGN THESIS (6) LEC. 2, AAB/LST. 10. Pr. INDD 4110. Product design projects involving all design phases; including planning, research, development, finalization, specification, and documentation.

INDD 4220 PROFESSIONAL PRACTICE (3) LEC. 3. Pr. INDD 3110 and INDD 3210. Business aspects of industrial design, including property, design contract, letters of agreement, business planning and design marketing.

INDD 4907 HONORS READING (1-3) LEC. Course may be repeated for a maximum of 3 credit hours.

INDD 4997 HONORS THESIS (1-3) LEC. Pr. Honors College. Departmental approval. Course may be repeated for a maximum of 3 credit hours.

INDD 5010 HISTORY OF INDUSTRIAL DESIGN II (3) LEC. 3. A survey of humankind's production of artifacts, from prehistory to contemporary times, with an emphasis on the idea that mass produced artifacts mirror the meanings of historical events and everyday culture.

INDD 5030 CASE STUDIES IN DESIGN (3) LEC. 3. Design projects undertaken by industry studied by examination of artifacts and records, and by class discussion. Focus on the socio-cultural relevancy of the artifacts.

INDD 5120 PROFESSIONAL PORTFOLIO (3) LEC. 3. Pr. INDD 3110 and INDD 3210. Design and development of a portfolio and promotional material presenting the student's work to entry-level professional standards.

INDD 5960 SPECIAL PROBLEMS (1-5) AAB. Development of individual projects. Research, design and reports on approved topics. Course may be repeated for a maximum of 15 credit hours.

INDD 6010 HISTORY OF INDUSTRIAL DESIGN II (3) LEC. 3. A survey of humankind's production of artifacts, from prehistory to contemporary times, with an emphasis on the idea that mass produced artifacts mirror the meanings of historical events and everyday culture.

INDD 6030 CASE STUDIES IN DESIGN (3) LEC. 3. Design projects undertaken by industry studied by examination of artifacts and records, and by class discussions. Focus on the socio-cultural relevancy of the artifacts.

INDD 6120 PORTFOLIO (3) LEC. 3. Preparation of professional portfolio for graduation and employment.

INDD 6960 SPECIAL PROBLEMS (1-5) AAB. Development of individual projects. Research, design and reports on approved topics. Course may be repeated for a maximum of 15 credit hours.

INDD 7010 DESIGN ORIENTATION (3) LEC. 3. Introduction to the Industrial Design graduate program: degree options, study directions, research methods, and areas. Students are required to develop a research/project proposal.

INDD 7020 COMPUTER/INDUSTRIAL DESIGN (3) LEC. 3. Synthesizing studies in research, analysis, and application based on interdisciplinary concept. Emphasis on the relation of products and systems to those who use them.

INDD 7610 PRINCIPLES OF INDUSTRIAL DESIGN (3) LEC. 3. Detailed study of the communication principles of form qualities with emphasis of these aesthetic principles to the technical and human factors of artifacts.

INDD 7620 DESIGN MANAGEMENT (3) LEC. 3. Detailed study of the industrial design project management and development with emphasis on the interrelational management concepts of research, product planning, production and marketing.

INDD 7630 HUMAN FACTORS IN DESIGN (3) LEC. 3. Theoretical and empirical examination of human factors (Anthropometrics, Biotechnology, Engineering Psychology, Behavioral Cybermetrics, Ergonomics) as applied to man-machine environmental systems.

INDD 7640 AESTHETICS IN DESIGN (3) LEC. 3. Aesthetics in the context of the designed environment encompassing: non-verbal communication; object language semiotics; gestalt and perception systems; information aesthetics, and consumer product safety.

INDD 7650 DESIGN THEORIES (3) LEC. 3. Examination of design theories and philosophies related to technical artifacts in man-machine systems. Comparative studies of unifying theories in art, science, design, technology and the humanities.

INDD 7660 INDUSTRIAL DESIGN METHODOLOGY (3) LEC. 3. Industrial design methodologies and specific methods employed in research, analysis, synthesis, and evaluation in comprehensive design problems.
INDD 7670 SYSTEMS DESIGN (3) LEC. 3. Systems approach and interdisciplinary team work to design problems inquires into details of sub-systems, components and parts, with emphasis on the relation of the performance of technical systems to optional human factor effects.

INDD 7910 INDUSTRY PRACTICUM (5) AAB/STU. 5. This course will demand the application of acquired skill to the resolution of product design based issues within an industry collaboration studio over the period of one semester.

INDD 7980 NON-THESIS DESIGN (3) STU. 3. Synthesizing studies in research, analysis and application based on interdisciplinary concept. Emphasis on the relation of products and systems to those who use them.

INDD 7990 DESIGN THESIS (1-5) AAB/RES. Credit to be arranged. Course may be repeated with a change in topic.