

School of Industrial and Graphic Design

The School of Industrial and Graphic Design (SIGD) offers the only NASAD-accredited programs in the state of Alabama. The B.F.A. in graphic design focuses on visual communication with an emphasis in typography, branding, UI/UX, publication, motion, illustration, packaging, app, and wayfinding design. The bachelor of industrial design program is known for product innovation, point of purchase design, marketing design, commercial environments and branding. The Master of Industrial Design prepares students to shape a sustainable future by designing products and systems that consider human interaction, manufacturability, profitability, and environmental impact.

In addition, SIGD offers a Bachelor of Science in Industrial Design Studies for students who would like to pursue a Master of Industrial Design but do not have a design background. Another option for students is the minor in industrial and graphic design processes which equips students from diverse disciplines to work more effectively to advance design innovation within an organization.

Majors

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

Minors

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

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 2210 GRAPHIC PROCESSES (4) LEC. 1, STU. 6. Pr. GDES 1110 and GDES 1220 and (ARTS 2100 and ARTS 2150). Coreq. GDES 2220. Design and production processes, preparation of design for printing, paper, copyright, electronic techniques, and related subjects. School approval.

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 3147 HONORS 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 covers technical aspects of the 35mm camera and film and basic darkroom procedures for black and white film and 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 3240 INTERACTIVE MEDIA (4) STU. 8. Pr. GDES 2230. Exploration of the technical and conceptual aspects of Web site design and motion graphics through a series of problem-solving processes. Emphasis on the research and development of effective graphic interfaces and information architecture.

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 2210 and GDES 2220. 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 3240. 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 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 II (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. 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.

GDES 4991 RESEARCH, WRITING AND PRESENTATION (1) LEC. 1. Pr. GDES 4250. Coreq. GDES 4990. Addresses research, writing and presentation requirement associated with the student's terminal studio project. Must be taken in student's final semester.

Industrial Design Courses

INDD 1120 INDUSTRIAL DESIGN IN MODERN SOCIETY (3) LEC. 3. Survey of design and its impact upon modern society. Review of methods, products, marketing, patents, education, and career opportunities.

INDD 1310 SYNTHESIS OF DRAWING (10) LEC. 3, LST. 12. Developing mechanical and production design drawings, with in-depth study of perspective systems. Product design communication with emphasis on drawing, development, and presentation.

INDD 1320 PROTOTYPE FABRICATION (3) LEC. 2. LAB. 2. Coreq. INDD 1310. Fabrication of three-dimensional models utilizing various materials and machineries. Includes model making, creative modeling, study models, presentation models, mock-ups and prototypes.

INDD 1400 CAREERS IN INDUSTRIAL DESIGN (2) LEC. 2. Survey of careers in the field of industrial design demonstrated through case studies, product examples and biographies.

INDD 2110 TWO DIMENSIONAL INDUSTRIAL DESIGN PRINCIPLES (6) LEC. 2, LST. 10. Transference of abstract principles of design to fabrication of simple tools. Emphasis on expression of functional objects.

INDD 2120 COMPUTER AND DESIGN COMMUNICATIONS (3) LEC. 2. LAB. 2. Alternative modes of communicating design ideas via computer. Executing design ideas for two-dimensional design fundamentals and mechanical design drawings.

INDD 2130 PRESENTATION RENDERING (3) LEC. 2. LAB. 2. Concept development using drawing and rendering skills with different media for ideas communication and presentation.

INDD 2210 THREE DIMENSIONAL INDUSTRIAL DESIGN PRINCIPLES (6) LEC. 2, AAB/LST. 10. Pr. INDD 2110. Analysis of design fundamentals through three dimensional form. Analyzing function, utility, convenience, safety, maintenance and sustainable design.

INDD 2220 ANTHROPOMETRY (3) LEC. 3. Pr. INDD 2110. Body measurements, movements and human capacity in relation to design with introduction to ergonomics and human physiology as it relates to design. School approval.

INDD 2230 HISTORY OF INDUSTRIAL DESIGN (3) LEC. 3. Pr. INDD 2110. Survey humankind's production of artifacts, from prehistory to present. Emphasis on ideas that mass produced artifacts mirror history and everyday culture.

INDD 3110 EXHIBIT AND PACKAGING (6) LEC. 1, LST. 8. Pr. INDD 2210. Display systems using models, concepts development, rendering, packaging, identity programs and professional presentations.

INDD 3120 INDUSTRIAL DESIGN METHODS (3) LEC. 3. Pr. INDD 2210. Introduction to design management. Design methods and organizational procedures in analysis and solutions of design problems. Surveying philosophies and theories of design.

INDD 3130 BASIC PHOTOGRAPHY FOR INDUSTRIAL DESIGN (3) LEC. 2. LAB. 2. Pr. INDD 2210. Photography in design and art environments. Techniques of developing, printing and enlarging. Lighting techniques for portfolio photography, including lighting, studio photography, composition.

INDD 3150 DESIGN THINKING: INTRODUCTION TO PRODUCT SOLUTIONS (3) LEC. 2. LAB. 1. Application of design thinking (focus on experience of the user) in the context of product design. Students will deconstruct a design of an existing product and create a design concept for a new product. Introduces innovation in physical products and services through collaborative and creative approaches to critical and strategic thinking with focus on the user. Course may be repeated for a maximum of 6 credit hours.

INDD 3157 HONORS DESIGN THINKING: INTRODUCTION TO PRODUCT SOLUTIONS (3) LST. Application of design thinking (focus on experience of the user) in the context of product design. Students will deconstruct a design of an existing product and create a design concept for a new product. Introduces innovation in physical products and services through collaborative and creative approaches to critical and strategic thinking with focus on the user. Course may be repeated for a maximum of 6 credit hours.

INDD 3210 PRODUCT DESIGN (6) LEC. 2, LST. 10. Pr. INDD 3110. Product design utilizing design methodology from proposal to working pre-prototype, including planning, research, development, model-making, manufacturing and documentation.

INDD 3220 MATERIALS AND TECHNOLOGY (3) LEC. 3. Pr. INDD 3120. Characteristics and utility of materials such as plastic, metal, and ceramics in manufacture and the study of machine/tool processes used by industry.

INDD 3230 ADVANCED COMPUTER AIDED DESIGN (3) LEC. 2. LAB. 2. Pr. INDD 2120. Introduction to CAD software emphasizing three-dimensional modeling. Students will learn drawing functions. Concepts of three-dimensional relationship of objects discussed.

INDD 4110 ADVANCED PRODUCT DESIGN (6) LEC. 2, AAB/LST. 10. Pr. INDD 3120 and INDD 3210. Design or redesign of products and systems of advanced complexity.

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 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 Cybermetics, 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.