Beginning in Fall 2016, the **Graphic Design and Digital Arts Major (GDDA)** and the **Visual Communication Special Program (Vis Comm)** will be combined into one program, which will be called **Graphic and Digital Design (GDD)**. Students who have already declared a GDDA major or a special program in Vis Comm will be able to complete their program of study with equivalent courses in the new GDD curriculum if they choose OR they can substitute their former curricula with the new one, declaring a major in Graphic and Digital Design. It is recommended though not required that students planning to graduate in 2018 or 2019 switch to the new curriculum.

Below, please find a description of the new curriculum, along with new course descriptions and proposed equivalencies for students who have already declared GDDA major or the Vis Com special program.

**Please review the following new curriculum for Graphic and Digital Design:**

ARTH 152 Art History 1400-present
ARTZ 111 Foundations of Design
ARTZ 211 Digital Foundations
ARTZ 123 Drawing I
ARTZ 325 Graphic Design: Form and Content
ARTZ 326 Graphic Design: Audience and Format
ARTZ 327 Graphic Design: Integrated Practice
ARTZ 267 Digital Photo I
ARTZ 364 Commercial Photography
ARTZ 397; 398; 497; 498 Internship
ARTZ 303 Praxis Studio
ARTZ 496 Apex Studio
COMM 231 Integrated Brand Management

Choose one:
COMM 386 Web Communication
COMM 380 Data Visualization
New course descriptions

**ARTZ 211 Digital Foundations**
An introduction to digital media techniques, including capturing and manipulating digital images, web design, 3D modeling, data mapping, time-based work in video and audio, and vector graphics. This course emphasizes creative and critical development as well as acquisition of technical skills.

This course will enable students to:
- Use basic vector, raster, 3D design, and web technologies in the creation of works of art and graphic design;
- Effectively combine elements of visual, spatial, and networked organization to create narrative, associative, and metaphorical compositions;
- Speak and write critically about personal and peer work, and propose alternatives.

**ARTZ 325 Graphic Design: Form and Content**
This course develops students’ understanding of the design process, including research and conceptual development, using visual relationships to effectively communicate ideas. Projects focus on typography for print or screen, composition, design, integration of image and text, and digital production, using the Adobe Creative Suite: Photoshop, Illustrator, and InDesign. Pre-requisite: ARTZ 111 Foundations of Design and ARTZ 211 Digital Foundations.

**ARTZ 326 Graphic Design: Audience and Format**
This course focuses on audience and format, addressing both narrow and broad audiences, and addressing individual, product, company, and institutional needs, using analog and digital media to produce strategic and imaginative visual communication. Pre-requisite: ARTZ 111 Foundations of Design and ARTZ 211 Digital Foundations.

**ARTZ 327 Graphic Design: Integrated Practice**
This course involves a holistic approach, using a variety of analog and digital tools and formats, with both individual and team projects. In addition to executing research and devising comprehensive strategies, students will develop written, verbal, and graphic presentation skills. Pre-requisite: ARTZ 111 Foundations of Design, ARTZ 211 Digital Foundations, ARTZ 3xx Graphic Design: Process and Form, ARTZ 326 Graphic Design: Audience and Format.
Equivalencies for students currently in GDDA and Vis Comm who are seeking credit for outstanding course work through the new GDD curriculum. Note: if students have not yet taken Graphic Design I, they will declare the new GDD major.

**ARTZ 310 Graphic Design II**
Either take Graphic Design II in Spring 2016 or ARTZ 325 Graphic Design Form and Content

**ARTZ 311 Publication and Design**
Take ARTZ 326 Audience and Format

**ARTZ 313 Concept and Design**
Students graduating in May 2016 will be offered the course as a Directed Study; otherwise, take ARTZ 327 Graphic Design Integrated Practice

**ARTZ 315 Posters**
Take ARTZ 326 Audience and Format

Note: Vis Comm students have traditionally been required to take ARTZ 311 AND ARTZ 315. Beginning in Fall 2016, those students will take ARTZ 316 Audience and Format once only, deciding whether it will count as ARTZ 311 or ARTZ 315; whichever course requirement is not selected will be waived for graduation.

**Equivalencies for students currently in GDDA and Vis Comm who wish to switch to the new curriculum:**

<table>
<thead>
<tr>
<th>Student has already taken: (before Fall 2016)</th>
<th>Will count toward GDD requirement:</th>
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<tbody>
<tr>
<td>ARTZ 210 Graphic Design I</td>
<td>ARTZ 211 Digital Foundations</td>
</tr>
<tr>
<td>ARTZ 310 Graphic Design II</td>
<td>ARTZ 325 Graphic Design Form and Content</td>
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<tr>
<td>ARTZ 311 Publication Design</td>
<td>ARTZ 326 Graphic Design Audience and Format</td>
</tr>
<tr>
<td>ARTZ 313 Concept and Design</td>
<td>ARTZ 327 Graphic Design Integrated Practice</td>
</tr>
<tr>
<td>ARTZ 315 Posters</td>
<td>ARTZ 326 Graphic Design Audience and Format</td>
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<tr>
<td>ARTH 151 History to 1400</td>
<td>ARTH 152 History 1400-present</td>
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<td>ARCH 251 History to 1400</td>
<td>ARTH 152 History 1400-present</td>
</tr>
<tr>
<td>ARCH 252 History 1400 to present</td>
<td>ARTH 152 History 1400-present</td>
</tr>
</tbody>
</table>

Note: a) If student has already taken both ARTZ 311 AND ARTZ 313, one will count toward ARTZ 3xx Graphic Design Audience and Format; the other will be an elective. b) COM 231 was previously titled Principles of Advertising and Public Relations; it counts toward the new COM 231 Integrated Brand Management.