

VIS Visual Communication

VIS 201 Design Studio I (6-0-3). Builds upon the foundation experience. Introduces formal elements and principles of design as they relate to letterform and image making. Prerequisites: DES 100, DES 112, DES 121, DES 132, MTH XXX, and WRI 101 or WRI 102. Lab/tech fee rate A applies.

VIS 202 Design Studio II (6-0-3). Engages the formal elements and principles of design in a process-based environment that transforms ideas and concepts into visual communication. Prerequisites: VIS 201, VIS 221 and VIS 230. Lab/tech fee rate A applies.

VIS 213 Illustration Drawing (6-0-3). Builds on skills introduced in foundation drawing and encourages students to utilize a wide variety of illustration media and techniques. Class projects focus on drawing from life, photo reference gathering techniques, and visualizing concepts and ideas within the genre of commercial illustration. Prerequisites: VIS 201, VIS 221 and VIS 230. Lab/tech fee rate A applies.

VIS 221 Photography Basics (6-0-3). Introduces basic photographic skills of camera controls and photographic practices through the use of digital technology. Explores topics related to the history and theory of photographic practice. Prerequisites: DES 100, DES 112, DES 121, DES 132, MTH XXX, and WRI 101 or WRI 102. Lab/tech fee rate B applies.

VIS 230 Digital Media in Visual Communication (6-0-3). (Formerly MUM 230). A continuation of DES 100 that further develops the skills associated with digital design. Working with PostScript illustration, bitmapped images and desktop publishing, students acquire interactive design skills and use industry specific software to create vector-based and bitmapped images. Introduces layout and desktop publishing. Class discussion encourages students to explore various design concepts. Emphasizes the creation, preparation and printing of finished designs and an interactive design portfolio. Prerequisites: DES 100, DES 112, DES 121, DES 132, MTH XXX, and WRI 101 or WRI 102. Lab/tech fee rate A applies.

VIS 301 Design Studio III (6-0-3). (Cross-listed as MUM 301). Requires students to apply a variety of methods and strategies to explore the relationship between visual form and content. Prerequisites: VIS 202, VIS 213 and VIS 360.

VIS 302 Design Studio IV (6-0-3). (Cross-listed as MUM 302). Explores the use of typography as an expressive visual vehicle through experimentation, applied with a range of media and methods. Prerequisite: MUM 301 or VIS 301.

VIS 311 Illustration Design (6-0-3). Introduces students to various techniques of idea generation by focusing upon illustration as a means of conveying ideas and concepts. Encourages students to arrive at visual equivalents to written and/or oral texts in the contexts of the history of design and illustration. Prerequisite/concurrent: MUM 301 or VIS 301.

VIS 312 Illustration Genres (6-0-3). Explores the potential of 19th and 20th century illustration genres as a means of visual communication. Set projects encourage the student to investigate the contemporary implications of various historical illustration styles. Prerequisite/concurrent: MUM 301 or VIS 301.

VIS 320 Printmaking I (6-0-3). (Formerly VIS 222). Introduces a variety of techniques in traditional and alternative printmaking methods, including, but not limited to, intaglio, linocuts, monoprints, collographs, photoetching, stamping, relief and alternative methods. Investigates traditional mechanical reproductive processes as well as a basic history and theory of the graphic arts. Considers issues surrounding the mechanical reproduction of images using digital media to create a global visual culture. Prerequisite/concurrent: MUM 301 or VIS 301. Lab/tech fee rate B applies.

VIS 321 Photojournalism (6-0-3). (Cross-listed as MUM 321). Explores the history and practice of photojournalism. Students are expected to have sound black and white technical skills, as the course focuses on developing personal awareness and vision within the medium of photography. Through a series of slides, lectures and small photographic assignments, the course investigates subject matter through the development of the photographic essay. Prerequisite: VIS 221; prerequisite/concurrent

MUM 301 or VIS 301.

VIS 322 Printmaking II (6-0-3). Requires students to conduct further and more in-depth investigation into the processes of mechanical reproduction with possible concentration(s) in a specific printing medium. Explores media, technologies and ideologies that include the information technologies, digital and analog photography, and many other methods and media of mechanical reproduction. Examines the role of the reproduced image in the economy and material culture and manipulation of meaning through image production and reproduction. Prerequisite/concurrent: MUM 301 or VIS 301. Lab/tech fee rate B applies.

VIS 323 Photography for Communication (6-0-3). Covers the theory and practice of image manipulation through the extension of the traditional boundaries of photography. Covers a wide range of historic and contemporary techniques and processes, such as polarization, non-silver methods, toning and digital media. Prerequisite: VIS 221; prerequisite/concurrent: MUM 301 or VIS 301. Lab/tech fee rate B applies.

VIS 325 Creative Studio Photography (6-0-3). Explores the control and manipulation of artificial lighting for creative effect in the photography studio environment. In addition to learning the practical skills of handling a range of studio flash equipment, students explore the creative use of lighting in photographic image making both in practical work and in the review of historical examples of this genre. Prerequisite: VIS 221; prerequisite/concurrent MUM 301 or VIS 301. Lab/tech fee rate B applies.

VIS 360 Critical Discourse in Design (3-0-3). Examines the relationship between intention and interpretation. Reviews the application of graphic language in visual media. Requires research on topics related to design communication. Complements studio-based design courses by exploring design considerations and practice from a theoretical perspective. Prerequisite: DES 231. Open only to SA&D students.

VIS 361 The Design Profession (3-0-3). Deals with issues of working in design-related fields, including professional practice, intellectual property, employability, freelancing and working within a cultural context. Imparts knowledge of the region's design industry, through research and field trip documentation. Prepares students for their summer internship. Prerequisites: WRI 101 or WRI 102 and VIS 360.

VIS 397 Internship in Visual Communication (0-0-0). Requires a minimum of six weeks of on-the-job experience with an approved professional firm. Requires students to document the work undertaken in a formal report submitted to the department by mid-semester of the following term. Graded as P/F. Registration fee applies. Prerequisite: VIS 361.

VIS 401 Design Studio V (6-0-4). (Cross-listed as MUM 401). Requires students, through a series of hypothetical design projects, to present and critically evaluate their progress within the context of contemporary expectations. Prerequisite: MUM 301 or VIS 301.

VIS 402 Design Studio VI (6-0-4). (Cross-listed as MUM 402). Comprises self-directed senior design projects developed in consultation with faculty. Requires students to produce a portfolio of previous work in addition to their senior project. Prerequisite: MUM 401 or VIS 401.

VIS 410 Senior VisCom Studio (6-0-3). Bases project work on a synthesis and selection of the students' experience in third-year major electives. Emphasizes critical assessment and the advancement of an individual aesthetic as applied skills. Prerequisites: any four of the following: VIS 311, VIS 312, VIS 320, VIS 321, VIS 322, VIS 323; prerequisite/concurrent: VIS 401.

VIS 420 Senior VisCom Portfolio (6-0-3). Builds upon VIS 410. Requires students to refine their image-based skills through formal and critical analysis toward individual expression. Allows students to produce work for their exit portfolios. Prerequisite: VIS 410; prerequisite/concurrent: VIS 402.

VIS 493 Study Abroad (1 to 3 credits). Features on-site visits offering the opportunity to experience first-hand regional and international design practices, highlighting particular themes relevant to the specific location. Department permission is required for enrollment and credit. Prerequisite: VIS 202.

VIS 498 Studio Abroad (1 to 6 credits). Provides studio activities conducted in regional and international sites promoting a global-oriented approach to design. Prerequisites: consent of the department and VIS 202.