# GRAPHIC DESIGN

## BACHELOR OF ARTS

MERCYHURST UNIVERSITY

# OVERVIEW

## IMAGINATIONS POWERED BY INNOVATION

With a state-of-the-art, private graphics lab, you are given all the tools and high-tech gadgets majors need to produce high-quality work to attrack the attention of leading employers in the industry, such as Wegmans, Dick's Sporting Goods and NASCAR.

- 3D Printing
- GoPro Cameras
- Adobe Software
- Private Graphics Lab
- iMac Computers

Our inclusive curriculum promotes versatile graduates that are well-prepared for the workforce.

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# FAST FACTS

## Time Management Tips

1 Hour of Class = 2 Hours Outside of Class

# FUN FACTS

- Graphic Design majors frequently design for real clients.
- In 2016, the art department bought its first 3D MakerBot printer.

# ART DEPARTMENT FAQ

Yes, your given schedule will keep you on track for graduation.

Yes, there other opportunities for designers/artists on campus.

Yes, there are on-campus publication experiences.

Yes, there art-related field trips.

Yes, there are design-related work studies.

Yes, someone guide you through the program.

Yes, you will graduate in four years.

# GRAPHIC DESIGN COURSES

**ART-128 Basic Computer Design (3 Credits)**
This foundational course introduces students to basic design concepts, computer literacy and software competency. Through various exercises, students will experience four of the basic types of publishing tools used by designers - Photoshop, Illustrator, In Design and Dreamweaver.

**ART-220 Introduction to Graphic Design (3 Credits)**
This entry-level course introduces students to basic design theories and skills. Students create a variety of exercises and a sample file of professional works to better understand design. Theoretical exercises, typography projects and readings introduce students to lifelong design issues and tasks. Adobe InDesign, Illustrator, and Photoshop are utilized in this course.
**Prerequisites:** ART-100, ART-125

**ART-221 Digital Imagery (3 Credits)**
Photoshop image creation and manipulation is explored. Emphasis, in this term, is proper file creation, learning and utilizing specialized tools, applying proper design theories to computer generated art, and tutorials for special effects. Projects focus on various kinds of photo collage and retouching as it relates to a variety of clients.
**Prerequisite:** ART-220

**ART-225 Computer Illustration Techniques (3 Credits)**
This class expands the student's command of Adobe Illustrator by exploring a combination of vector skills, traditional media, and 3-D techniques used to create spot and editorial illustration. Students will develop a character in both illustrator and CAD format. Successfully rendered characters will be output on a 3-D printer. Assignments may include: Infographics, card and gift design, label reconstruction, and playing card development.
**Prerequisite:** ART-220

**ART-230 Graphic Design History (3 Credits)**
Beginning with the Industrial Revolution, this course will chart the development of what we contemporarily refer to as Graphic Design and Advertising. Students will survey the designers, works, technologies, and philosophies of the major design movements and create work exploring these areas. Emphasis will be placed on the connection of design to art and popular culture, as well as the cyclical nature of design. Students create various pieces reflecting the work of the movements being studied.
**Prerequisite:** ART-220

**ART-320 Type and Publication Design (3 Credits)**
Multi-page layout is the emphasis in this class. Students learn how to handle text, integrate images into layout, and develop an upper level sense of typography. Projects may include: poster design, cook book layout, newsletter design, interactive IPad application, and book jacket design. Students learn how to use Adobe InDesign in concert with Photoshop, Illustrator, Acrobat, and After Effects.
**Prerequisite:** ART-221

# GRAPHIC DESIGN COURSES

**ART-321 Intro To Website Design (3 Credits)**
This class introduces students to design for the World Wide Web. Students add Dreamweaver to their software arsenal. An emphasis on a design ideology using HTML5 and CSS3 to solve visual problems is used in order to create sites based on industry standard practices. Current issues specific to the World Wide Web are introduced. Sites are mapped. A selection of pages are created and uploaded to remote servers. Marketing components including HTML email campaigns and social media publishing are covered.

**ART-322 Corporate Identity and Branding (3 Credits)**
The most intensive of all the design courses, students in this course create and design for two companies - an imaginary company of their own choosing and a local small business through the Small Business Development Center. Logotypes are designed. Brand sensing and archetyping are applied. Business systems, advertisments, packaging, and Graphic Design Standards Manuals are developed.
**Prerequisites:** ART-320

**ART-323 Portfolio Development (3 Credits)**
The culmination of a student's graphic design efforts, this course seeks to refine a student's style and to display it in the most advantageous form. Students create a professional resume, traditional and online portfolios; Linkedin and Behance Profiles. Students commit to a geographical area and discipline focus. With this decision made, research is performed, cover letters generated, resumes refined, and the job hunt begins.
**Prerequisites:** 6 Approved Graphic Design Courses

**ART-325 Intermediate Website Design (3 Credits)**
This course builds upon the HTML5 / CSS3 skills from previous courses. Students add to their base of skills to take the presentation of the web page to the world of responsive frameworks. Using industry accepted responsive frameworks web pages will properly display on mobile, tablet and desktop devices. CSS skills are also honed to give better color, type, layout and interactivity to the produced websites.
**Prerequisite:** ART-321

**ART-326 Advanced Website Design (3 Credits)**
This course will take students to advanced levels of experience with current CMS (content management systems). The CMS experience will take the designer from start to final delivery of a professional grade CMS solution. These steps include: server side software installation, configuration, user control, theme, and plug-in application, page, and post creation and finally theme development. The final CMS skill will be the application and testing of an e-commerce module with a working payment gateway.
**Prerequisite:** ART-325

# REQUIRED ART COURSES

- ART-100 Drawing I (Foundation Year)
- ART-125 2-Dimensional Design (Foundation Year)
- ART-126 3-Dimensional Design (Foundation yYar)
- ART-106 Photography I
- ART-122 or ART-123 Art History
- Two Approved Studio Offerings

# #HURSTISHOME

MERCYHURST UNIVERSITY STUDENTS COME FROM MORE THAN...

54 COUNTRIES

&

43 STATES

**Peter Stadtmueller**

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# MEET THE PROFESSOR

Pete began his teaching career as a certified Technology Education teacher in Pennsylvania public schools. During his graduate work at Pitt, he was a computing and web consultant in the Pittsburgh area. Upon earning his MS, Pete put his computing and education background to work at the campus of Mercyhurst Northeast as a faculty member. Five years later Pete moved to the Erie cmpus of Mercyhurst where he now focuses on web, social media, design, and interactive technologies.

# MEET THE PROFESSOR

A devoted Mercyhurst Alum, Jodi is the Director at Mercyhurst University for the past 15 years. She recieved her BA in Art/Graphic Design from Mercyhurst University and her Master of Fine Art Design and Advertising from Marywood University in Scranton, Pennsylvania. She teaches courses in Publication Design, Vector, Illustration, Branding, and Design History. She has continued to work as a designer throughout her teaching career. Her role in the Mercyhurst Art Department started in 1988 when she took over the Graphic Design Program developing the cirriculum from a handful of programs in publication design and development as part of the publication focus.

**Jodi Staniunas Hopper**

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