

# GRAPHIC ARTS (GRA)

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**GRA 500 Selected Topics (1-6 Credits)***Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester.

Repeatable

**GRA 557 Information Graphics (3 Credits)***Public Communications*

Principles and techniques of information visualization for public communications applications including journalism, advertising, and public relations. Emphasis on principles of quantitative and qualitative research for information graphics and techniques of visual narrative and information-based design.

Prereq: VIS 207 or 607

**GRA 567 Advertising Production (3 Credits)***Public Communications*

Development of ad campaigns from thumbnail sketches through finished comps. Emphasizing concept and its stylistically appropriate expression through typography, layout, and use of photography/illustration publishing standards including current computer software for design.

Concurrent lab required.

Prereq: VIS 207 or 607

**GRA 590 Independent Study (1-6 Credits)***Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

**GRA 600 Selected Topics: Graphic Arts (1-6 Credits)***Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester.

Repeatable

**GRA 670 Experience Credit (1-6 Credits)***Public Communications*

Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.

Repeatable

**GRA 690 Independent Study (1-6 Credits)***Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable