

# GRAPHIC DESIGN FOR PRINT (GDES1-CE)

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## GDES1-CE 9002 Visual Communication and Graphic Design: An Overview (1.5 Credits)

Gain a thorough understanding of what graphic design is, and learn by working through the design process on a series of image, type, layout, and logo design projects. Additionally, each session will include a mini-project that centers on key skills in three Adobe Creative Cloud software programs: Photoshop, Illustrator, and InDesign. Upon completion of the course, you will have a better understanding of graphic design and a number of portfolio-ready graphic design projects.

Registering at least three weeks prior to the course start date is highly recommended.

This course is delivered in an online, self-paced (asynchronous) format. The instructor interacts with students and facilitates group discussions within NYU's online learning platform. There are weekly deadlines for lesson and assignment completion.

This course may be used to fulfill the requirements of the [Certificate in Storytelling](https://www.sps.nyu.edu/professional-pathways/certificates/media-writing-and-communications/storytelling.html). It may be taken to pursue the certificate, or as a standalone course. Questions? Contact us at The Center for Publishing and Applied Liberal Arts: Email [sps.pala.ce@nyu.edu](mailto:sps.pala.ce@nyu.edu) or call 212-998-7289.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## GDES1-CE 9003 Design Thinking for Innovation (3 Credits)

Creative problem solving is the most valuable and transferable survival skill in a constantly changing marketplace, and design thinking is a more effective approach than traditional business methods when the goal is innovation in a business environment. Design thinking draws upon methods from engineering and design and combines them with concepts appropriated from the arts, the social sciences, and the business world. It utilizes ideating techniques to move beyond outmoded brainstorming while unleashing the power of rapid prototyping to ask new questions and to drive innovation. This course is ideal for managers, entrepreneurs, designers, or anyone interested in innovation in an organizational context. It is perfect for groups that need to tackle specific challenges or that want to develop a culture of innovative problem solving within their organization.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## GDES1-CE 9025 Graphic Print Production and Project Management (0 Credits)

Explore how workflow can have an impact on efficiency, delivery, and revenue, whether you are a freelancer with a wide scope of client work or you work in-house at a firm with high quantities of projects for multiple constituents. The technical stages of proofing, printing, finishing, and binding have critical impact on design and planning. Learn how to determine the most effective and cost-efficient methods for getting an accurate proof. Review printing methods and standardized formats and folds, such as accordion and gatefold. See demonstrations on how to specify paper or special substrates. Heighten your familiarity with Pantone match color, metallic and fluorescent inks, and binding options. Develop a system of naming conventions and file management to form an essential foundation for building a strategic workflow when handling multiple projects. Examine how management of a campaign involving multiple production processes can affect design proposals.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## GDES1-CE 9037 iPad and Tablet Design with Adobe DPS (0 Credits)

Apple's iPad and the Android tablets that quickly followed it have forever changed how people consume media. Magazines, annual reports, yearbooks, and more are just as likely to be produced with pixels on screen as they are with ink on paper. While digital formats need to factor in the constraints of a tablet and its small display, they also need to take advantage of its interactive capabilities in a way that isn't perceived by users as gratuitous. This course introduces and explores the Adobe Digital Publishing Suite (DPS) tools that work within Adobe InDesign. Work in a Mac OS environment to produce and preview user-friendly interactive digital projects that contain scrolls, pop-ups, links, slide shows, audio, and video.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## GDES1-CE 9101 Adobe InDesign: Page Layouts and Beyond (2 Credits)

Engage with desktop publishing, illustrative techniques, and imaging possibilities using Adobe InDesign, the publishing industry standard application for page layout. Because InDesign is tightly integrated with Adobe Photoshop and Illustrator, it gives users unparalleled control and reduces production time. This curriculum explores foundations of typography and page layout, production techniques, and concept development. Through course sessions that utilize lectures, projects, and demonstrations, you will navigate the process used to create digitally produced printed publications such as catalogs, journals, magazines, flyers, and newsletters. Work with InDesign for document assembly, incorporating graphics that can be created and manipulated in Illustrator and Photoshop.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**GDES1-CE 9226 Augmented Reality (AR) for Mobile Devices (0 Credits)**

Augmented reality (AR) is the technological art of creating a seamless overlay of virtual content onto the real world; one that enables digital interaction with our surroundings. It has many possible applications in a wide variety of fields, including marketing, media and entertainment, education, medicine, and manufacturing. AR has been conceptualized in sci-fi movies like *Terminator* and *Star Trek*, and it is now available for everyone to explore via smartphones. If you are interested in digital arts production and computer science, then this course offers you the opportunity to further your skills in both disciplines. This course teaches you how to design, create, and publish augmented-reality 3D mobile applications. Learn to create apps whereby the user points a mobile device to a surface and a virtual 3D object emerges in the real world; as seen through the smart device. Acquire the skills to design augmented-reality 3D objects and to implement them to run on devices such as the iPhone, iPad, and Android. In teams, use 3D software such as Maya, the Unity 3D Game Engine, and Vuforia by Qualcomm to create these fantastic experiences.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**GDES1-CE 9237 Print Project Workflow (0 Credits)**

Understand the print project development process, working with a variety of project parameters and formats from comps to timelines, and business cards to graphic standards manuals. Learn to develop a system of naming conventions and file management to form an essential foundation for building strategic and creative work. Review how management of a campaign involving multiple production processes can affect design proposals. From freelancers with a wide scope of client work to in-house firms with high quantities of projects for multiple constituents explore how workflow can impact efficiency, delivery, and revenue.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**GDES1-CE 9239 Print Design Theory and Practice (0 Credits)**

Work as practicing designers do, by conceptualizing; creating artwork; and communicating through compelling arrangements of type, image, and color. Create projects which meet real-world parameters, such as finite budget and time, yet resonate with meaning. Strengthen your design skills by considering constraints and brainstorming solutions to capitalize on resources. Understand the factors that shape how work is perceived, both by clients and intended audiences. Learn to negotiate professional issues, and take steps towards producing invigorating solutions to design briefs. Through exercises, lectures, and critiques, develop compelling projects from initial concept to prototype.

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**Repeatable for additional credit:** Yes

**GDES1-CE 9254 InDesign II (0 Credits)**

Expand your current knowledge of Adobe InDesign. Explore topics in depth, and build upon basic techniques to bring beginner skills to an intermediate level. Assignments and exercises include constructing complex documents that contain multiple pages with several text and graphic elements. Follow demonstrations of drawing techniques, color and gradients, and preflight. Learn tips and shortcuts to boost your productivity.

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**Repeatable for additional credit:** Yes

**GDES1-CE 9330 Business Graphics: The Digital Starter Kit (0 Credits)**

The entrepreneurial spirit is a driving force in the new economy. In both for-profit and nonprofit business, graphics play a critical role in setting a new venture apart from the competition. Compare and contrast examples of business graphics, analyze research, and participate in case-study discussions. Then, draft a sample brief for an identity project that includes a trademark, stationery, and a website home page. Topics for discussion and comparison include essential business collateral, such as logos, business cards, brochures, flyers, newsletters, and e-books. Gain a firm understanding of the role that design plays in business, obtain the tools to gather resources, and learn how to effectively communicate with design professionals to market a brand.

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**Repeatable for additional credit:** Yes

**GDES1-CE 9331 Telling Interactive Stories with Digital Publishing Suite (2 Credits)**

In our mobile world, stories reign as the most effective way to communicate. Adobe's Digital Publishing Suite (DPS) is one of the premier ways of creating compelling, interactive mobile experiences. Most digital magazines use some version of the InDesign-to-DPS model. In this class, leverage the power of InDesign to create meaningful interactive experiences, which then are published digitally to the web or tablet. Learn the tools and best practices for effectively telling stories with touchable content. Turn your readers into users with movies, animations, and slide shows that add to your story, rather than simply being overlaid on top of it. You are encouraged to develop content for your individual projects (writing, photo, video, or animation) outside of class so that you can concentrate on learning the tools of interaction design and production.

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**Repeatable for additional credit:** Yes

**GDES1-CE 9332 Graphic Design Portfolio Studio (2.5 Credits)**

Work independently and under instructor guidance to develop a portfolio of your best graphic design solutions. To enroll in this class, you must have existing projects, either finished or in progress, that will be honed and edited during the course. The instructor will make suggestions for new projects and areas for further exploration and development. Hard copy and digital presentations will be explored. Create a presentation of 10 to 20 pieces that showcases your skills to potential employers and clients, while improving your marketability. Learn critical skills for developing and presenting a portfolio, as well as preparing for a targeted career in graphic design.

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**Repeatable for additional credit:** Yes

**GDES1-CE 9333 Corporate Design with Digital Publishing Suite (2 Credits)**

An interactive digital annual report, sales presentation, or product brochure communicates that a business is innovative, technologically savvy, and ahead of the competition. If this is the message you would like to convey, then master this cutting-edge technology by taking this course. Learn to use Adobe Digital Publishing Suite to create materials within Adobe InDesign and then to distribute them through apps that employees, clients, investors, and others can access on iOS and Android tablets and devices, like the Apple iPad, Amazon Kindle, and Samsung Galaxy. Gain hands-on experience creating a simple interactive publication, explore case studies, and hear from industry professionals.

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**Repeatable for additional credit:** Yes

**GDES1-CE 9334 Photoshop Immersion: Pixel Pushing at Its Peak (1 Credit)**

Acquaint yourself with this powerhouse software. Adobe Photoshop is limited only by your imagination and your skills. Start your journey here with a quick immersion to get you up and running fast. In this introductory course, acquire a working knowledge of Photoshop for all types of mediums and outputs. Explore tools and layers for image compositing, creative retouching, and color correction. Once you complete this course, you will be able to navigate and produce artwork using Photoshop software, know when to utilize Photoshop versus Illustrator or InDesign, use Photoshop's quick keys and relevant menus with ease, complete workbook exercises, and begin designing and accumulating original portfolio pieces of your own.

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**Repeatable for additional credit:** Yes

**GDES1-CE 9335 Illustrator: Nuts and Bolts of Vector Graphics (2 Credits)**

This often-overlooked powerhouse software can assist you in generating graphics from the size of a postage stamp to the side of a bus or a billboard. Vector-based illustration and layout are powerful tools to have in your graphic design belt. Learn to create harmonious color palettes, crystallize photos, build user interface templates, design logos, and produce fine arts illustrations. Adobe Illustrator complements Photoshop, so knowing your way around this program will give you an edge over other designers. Once you complete this course, you will be able to navigate and produce artwork in Illustrator software, know when to utilize Illustrator versus Photoshop or InDesign, use the software's quick keys and relevant menus with ease, complete all workbook exercises, and begin designing and accumulating original portfolio pieces of your own.

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