

University of Arkansas - Fort Smith
5210 Grand Avenue
P. O. Box 3649
Fort Smith, AR 72913-3649
479-788-7000

General Syllabus

GRDS 4933 Graphic Design Senior Thesis

Credit Hours: 4

Lecture Hours: 2

Studio Hours: 4

Prerequisite(s): Senior standing, GRDS 3403 Advertising Design I, GRDS 3273 Motion Design, GRDS 3323 Production Management/Prepress, and GRDS 3603 Packaging Design, or consent of instructor.

Effective Catalog: 2019-20

I. Course Information

A. Catalog Description

Independent, directed study identifying an area of critical inquiry that best combines personal creativity, academic achievement, and professional ambition. The thesis begins with a proposal, supported by research and analysis of the problem or project, and culminates with a written and oral presentation to accompany an exhibition of the final work.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Plan, conceptualize, research and produce a graphic design project using appropriate methods and media.
2. Use research and investigative procedures for designers.
3. Effectively articulate and communicate, both verbally and visually, the concepts and significance of their work to diverse audiences.
4. Apply professional skills, including time budgeting, work discipline, and project management from conception to completion.
5. Reflect upon the broader context and importance of graphic communication and its influence on society.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills**Critical Thinking**

Students will solve visual communication problems, as well as problems in the production of the final thesis presentation.

Communication Skills (Written and Oral)

Students in this course will demonstrate an advanced level of skill in both verbal and visual communication.

Global & Cultural Perspectives

Students will demonstrate the understanding or application graphic communications in a global environment. Students will demonstrate how graphic communication impacts or is impacted by those of different cultures

III. Major Course Topics

- A. Recognition of, analysis of and solutions to problems of graphic communication
- B. Researching the background of such problems as well as alternative solutions
- C. Communicating effectively, both verbally and visually, to various audiences
- D. Mastering the elements and principles used in visual communication in both historical and contemporary practice and theory
- E. Achieving a flawless level of craftsmanship and attention to detail
- F. Professional practices, including time budgeting, work discipline, and clear communication with clients, end-users and co-workers