

University of Arkansas – Fort Smith
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General Syllabus

GRDS 4933 Graphic Design Senior Thesis

Credit Hours: 3

Lecture Hours: 2

Studio Hours: 4

Prerequisites: Senior Standing, GRDS 4313 Identity Design, and GRDS 4443 Graphic Design Senior Seminar

Corequisite: GRDS 4623 Graphic Design Business Practices

Effective Semester: Summer I 2013

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.

B. Additional Information

The Graphic Design Thesis represents the culmination of the Bachelor of Science in Graphic Design. Seniors take this course in their last semester. The final thesis form is expected to be a significant and rigorous representation of the student's academic and creative accomplishments.

One faculty member shall serve as primary instructor of record, and students may choose an additional faculty member to serve as a mentor/advisor. All faculty will serve as the final Thesis Committee. Students must pass this course in order to graduate.

II. Student Learning Outcomes

A. Subject Matter

Upon completion of this course, students should be able to demonstrate:

1. An ability to plan, conceptualize, research and produce a graphic design project using appropriate methods and media.
2. A clear understanding of research and investigative procedures for designers.

3. An ability to effectively articulate and communicate, both verbally and visually, the concepts and significance of their work to diverse audiences.
4. Knowledge of professional practices, including time budgeting, work discipline, and project management from conception to completion.
5. An understanding of 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:

Global and 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.

Communication Skills

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

Technological skills

In this course, students will demonstrate a clear understanding of technology and its impact on communication, especially in the areas of typography, image manipulation, and page layout.

Analytical Skills

Students in this use analytical and critical thinking skills to solve visual communication problems, as well as problems in the production of the final thesis presentation.

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.