

## COURSE DESCRIPTIONS

IMD 102 DIGITAL PHOTOGRAPHY I (IMAGE MANIPULATION I) 3 credits

*workshop: \$60.00*

The course emphasizes the development of technical, theoretical, and practical fundamentals of creation and using photography as a medium for graphic and visual creation. Through exercises in class and experimental projects, students will investigate and experiment with different techniques for creating and manipulating digital photographic images. Emphasizes Photoshop®, as an essential tool for managing and editing digital photographs..

*Prerequisite:* TFA 107 Basic Digital Creation and Practice

IMD 103 BASIC GRAPHIC DESIGN (COMPUTER GRAPHIC DESIGN I)

3 credits

*workshop: \$60.00*

This course will encourage students to explore and understand the relationship between text and image in communicating ideas, through Graphic Design exercises and projects and messages for public consumption. Emphasizes creative development solutions, as well as the development of visual and verbal presentation skills. Brief history of the development of Graphic Design.

*Prerequisite:* TFA 107 Basic Digital Creation and Practice

IMD 106 INTERMEDIATE GRAPHIC DESIGN (COMPUTER GRAPHIC DESIGN II)

3 credits

*workshop: \$60.00*

Encourages students to explore and understand the relationship between text and image in communicating ideas, through Graphic Design exercises and projects and messages for public consumption. Emphasizes creative development solutions, as well as the development of visual and verbal presentation skills. Brief history of the development of Graphic Design.

*Prerequisite:* IMD 103 Basic Design Graphic (Computer Graphic Design II)

IMD 107 TYPOGRAPHY I (DIGITAL TYPOGRAPHY) 3 credits

*workshop: \$60.00*

The course explores and experiments with shapes of letters. Typographical theory, measurement, and classification and working with layouts for expressive and creative communication.

Thoroughly explores the fundamentals of typography, recognizing fonts, and analyzing historic and postmodern design theories. Emphasizes content, form, technique, and effective use of typography in advertising, posters, leaflets, and other visual communication media. Studies the evolution of typography from its origins until the present, emphasizing the Middle Ages and the invention of the press.

*Prerequisite:* TFA 107 Basic Digital Creation and Practice, TFA 205 Basic Design  
IMD 103 Basic Graphic Design

IMD 108 DIGITAL TYPOGRAPHY II 3 credits

*workshop: \$60.00*

Expands skills and knowledge acquired in Typography I. Explores the dynamic role of typography in the visual context of Graphic Design and its main function. The course provides a

historic study of the design traditions of books until digital typography. Type is studied as a design and communication tool.

*Prerequisites:* TFA 107 Basic Digital Creation and Practice; IMD 107 Typography I

IMD 200 ADVANCED GRAPHIC DESIGN (COMPUTER GRAPHIC DESIGN II)  
3 credits

*workshop: \$60.00*

One of a sequence of Graphic Design courses that address the interaction between text and images, the basic components of graphic communication. Students will develop visual and communication skills by working with text and images while exploring practical and aesthetic solutions to design problems. Visual instruction will be provided through examples of contemporary design, while also discussing the history of Graphic Design. Students are expected to broaden their skills in all aspects of conceptualizing and creating designs, including creative reflection, critical analysis, and professional presentation of their work.

*Prerequisite:* IMD 106 Intermediate Graphic Design (Computer Graphic Design I)

IMD 202 DESIGN OF PUBLICATIONS 3 credits

*workshop: \$60.00*

Introduction to the design and production of publications in different methods and printing techniques, as well as the digital preparation (pre-press) of material to be printed. Emphasis on conceptualization and on the way different communication problems and printing processes affect the final product.

*Prerequisite:* IMD 107 Digital Typography

EID 203 MULTIMEDIA I 3 credits

*workshop: \$60.00*

This course will initiate students in the basic concepts of the creation of digital publications, multimedia projects and Internet sites. Emphasis in multimedia for Internet. Art projects in the Internet will be thoroughly discussed (“Net Art”), and theories concerning art development and design for this medium. History and theory of mass media.

*Prerequisites:* IMD 103 Basic Graphic Design IMD 107 Digital Typography

IMD 400/401 IMAGE AND DESIGN SEMINAR 4 credits  
EG 400/401 THESIS 2 credits

*workshop: \$60.00*

The Seminar is the final course in the Image and Design concentration. During the academic year students will produce a body of work proposed by the student in consultation with a tutor that will evidence the skills acquired during the course of study. In their production students will show mastery of the techniques they have learned in their courses as well as their creative and conceptual capacities. The course includes an analytic text in which students will narrate the formal and conceptual elements of their production as well as the historical background and contemporary social context. Students will be evaluated in terms of quality and not quantity.

## ELECTIVES

EID 200 THREE-DIMENSIONAL COMPUTER IMAGES I 3 credits  
*workshop: \$60.00*

Initiates students in the use of digital technology as a tool for producing three-dimensional illustrations. Addresses the construction of primary geometrical objects for VRML format spaces and for the Internet. Students will work with the theory and practice of three-dimensional wire modeling to which they will assign textures, angles, and lighting. Brief introduction to concepts of three-dimensional animation.

*Prerequisite:* TFA 107 Basic Digital Creation and Practice

EID 202 IMAGE MANIPULATION II 3 credits  
*workshop: \$60.00*

Continuation of Image Manipulation I, the course experiments with advanced techniques for creating and manipulating digital images. Emphasizes the use of cutting edge contemporary techniques and the semiotics of images. In their projects students explore the relationship between digital technology, contemporary art objects, and the cultural history of signs.

*Prerequisite:* IMD 102 Image Manipulation

EID 303 MULTIMEDIA II 3 credits  
*workshop: \$60.00*

Emphasizes the creation, development, and production of multimedia digital art and publications on CD-ROM and similar distribution formats. Design and conceptualization are focused on active audience/user involvement.

*Prerequisite:* EID 203 Multimedia I

EID 320 VISUAL CULTURE: THEORY AND PRODUCTION 3 credits  
*workshop: \$60.00*

An interdisciplinary course that develops conceptual tools and techniques to analyze and act on the world of visual culture. Studies the construction, codification, and dissemination of visual language through different media such as film, television, the press, art, design, photography, symbols, performance and Internet.

*Prerequisite:* TFA 107 Basic Digital Creation and Practice

EID 330 PLACE, SPACE AND CONTEXT 3 credits  
*workshop: \$40.00*

This workshop course and its theoretical component examine the art proposals called installations. Students investigate the concepts that inform this practice: place, space, and context; the dialectical tension between artistic practice in alternative or specific spaces and museums or galleries; the sculptural and architectural possibilities of the space itself; the use of new or non-traditional materials and techniques; crossover from other disciplines; and performance proposals.

EID 331 TIME AND MOVEMENT

3 credits

*workshop: \$40.00*

This course uses artistic projects to explore multiple genres, formal strategies and theoretical frameworks for researching ideas about change over time, movement, repetition, traces, and the process itself as a subject. The theories of conflict and change in Soviet 'montage' are analyzed and applied, as well as structuralist film theories, the explorations of video art of the '60s and '70s, performance, and other formal and conceptual strategies of artistic production. Students will work in the medium and with the tools required for the project.

EID 380 INTERNSHIP

up to a maximum of 6 credits

Offers the student the opportunity to acquire work experience in his or her concentration while studying. In addition, it allows the student to meet professionals in the field and establish professional ties that may lead to employment opportunities on graduation. To be eligible, students should be in their third or fourth years of study with a GPA of 2.5 or more.

EID 390 SPECIAL SEMINAR

1 to 3 credits

*workshop: \$10.00/credit*

An open course that allows for different content, from seminars with critics or visiting curators to travel abroad.

**Minor Concentrations**

Every student who intends to do a Minor concentration must complete the process of declaration at the Orientation Office, no later than during the second year of study in the month of March. In order to declare a Minor concentration in Art Education, the student will go through the same evaluation established for students in this field. Minor concentrations will consist of eighteen (18) credits in addition to their credits already established by the different academic departments. Additional courses for the Minor concentration in Image and Design are as follows:

**Image and Design Department, Graphic Design**

IMD 102 Digital Photography I\*  
IMD 103 Basic Graphic Design  
IMD 106 Intermediate Graphic Designs  
IMD 107 Typography  
IMD 202 Design of Publications  
EID 203 Multimedia I

\* Students of the Image and Design Department, sub-concentration in Image and Design, will substitute this course for IMD 108 (Typography II)

The Federal Pell Scholarship will cover such courses as long as the student does not go over 150% of the credits established in its BFA.