

GRDS

GRAPHIC DESIGN FOUNDATION

FOUNDATION / ELECTIVES

FOUNDATIONAL STUDIES
YEAR ONE

- GRDS 101 (3)
Meaning-making in Design
- GRDS 102 (3)
Design as visual message-making
- GRDS 103 (3)
Principles, Processes Applications of Design
- GRDS 150 (3) (AH)
The Idea of Design
- GRDS 200 (0)
Portfolio Review

- ENGL 101/118^H (3) (WC)
- ENGL 102 (3) (WC)
- VOL CORE ELEC (3)
- VOL CORE ELEC (3)
- VOL CORE ELEC (3)

TERM ONE: min 15 CH TERM TWO: min 12 CH

uTrack Requirements

In the initial year, students pursuing a Graphic Design degree will take the School of Design foundations program - a year-long investigation into design as a making and communication field. Work conducted during this year prepares students for applying to pursue the upper division of the Graphic Design program.

GRDS 101: Introduction to the principles, processes and applications of meaning-making through design. Students explore the language of design, how it is influenced by form, content, audience, message and context in various applications relative to communication

GRDS 102: Introduction to the principles, processes and applications of image making through design. Students explore the language of design, how it is influenced by form, content, audience, message and context through visual representation. Simultaneous introduction to image production through computer systems and software.

GRDS 103: Introduction to the principles, processes and applications of design across various applications. Students explore the language of design, how it is influenced by form, content, audience, message and context in two, three and four dimensional forms.

GRDS 150: An overview of design as visual message-making and as an act of cultural interpretation. Contemporary and historic design and its forms are examined, along with an introduction to design and creative concepts.

VOL CORE CURRICULUM: Through the Vol Core Curriculum requirements, students in the Graphic Design Foundation program explore parallel interests that both fulfill the mission of general education while also providing an expanded understanding of their strengths, skills and interests. Vol Core provides students with the foundation for successful academic study, lifelong learning, and actively engaging in the duties of local, national, and global citizenship. The university's general education curriculum is designed to help students better understand themselves, human cultures and societies, the natural world, as well as contribute to their personal enrichment.

GRDS 200: PORTFOLIO REVIEW This is a benchmark review to gain admittance into the upper division Graphic Design degree courses. Students will present specified projects from the foundational courses and conduct an interview with the Graphic Design faculty. Faculty take great care in determining the outcome of this review with every student who has applied, providing valuable feedback and guidance, regardless of outcome.

THE UNIVERSITY OF TENNESSEE | COLLEGE OF ARCHITECTURE & DESIGN
BACHELOR OF FINE ARTS IN GRAPHIC DESIGN | 4 YEAR CURRICULUM 2022-2023

GRDS

(53)
Graphic Design Studio

(12)
Art / Design History / Theory

(12)
Studio Electives

(9)
Design / Professional Electives

(6)
Practicum

(37)
Vol Core Requirements

uTrack Requirements

YEAR ONE		YEAR TWO		YEAR THREE		YEAR FOUR	
FALL (15)	SPRING (12)	FALL (17)	SPRING (14-15)	FALL (15)	SPRING (16)	FALL (17)	SPRING (16)
FOUNDATIONS		DESIGN PROCESS & METHODS		RESEARCH & COMPLEXITY		SYSTEMS & CAPSTONE	
GRDS 101 (3) Meaning-making in Design GRDS 102 (3) Design as visual message-making (AAH) GRDS 103 (3) Principles, Processes Applications of Design (AAH) GRDS 150 (3) The Idea of Design (AH) *GRDS 101, 102, 103 and 150 can be taken out of order across both fall and spring semesters. GRDS 200 (0) Portfolio Review		GRDS 271 (4) Principles and Concept Development GRDS 255 (4) Principles of Typography Visual Communication GRDS 272 (4) Visual Theory & Design Theories GRDS 256 (4) Interactive & Screen-Based Design ART & DSGN History Elective* (3) (GCI) *Any Art History (ARTH) course *Any CoAD design history course (ARCH, IARC, INDS, LAR)		GRDS 371 (4) Intermediate Study & Research Methodologies GRDS 355 (4) Expanded principles of Typography GRDS 372R (4) Intermediate Study & Representing Information (EI) ART & DSGN History Elective (3) Studio Elective* (3) *Any CoAD course w studio, lab or workshop component *Any 200-level course in the School of Art		GRDS 471R (4) Advanced Design Investigations (EI) GRDS 472 or 472R(4) Capstone (AOC) ART & DSGN History Elective (3) Studio Elective* (3) GRDS 452 (4) Professional Seminar GRDS Design/ Professional Elective* (3) GRDS Design/ Professional Elective* (3) *Select from GRDS 425, 444 and/or 444R and/or GRDS 455, GRDS 491, GRDS 493 *Courses in other departments subject to approval.	
ENGL 101/118 ^H (3) (WC) ELECTIVE (3) (QR) ELECTIVE (3) (OC)		ELECTIVE (3) (NS) NON-GRDS ELECTIVE (3) (EI)		ELECTIVE (4) (NSwL) ELECTIVE (3) (WC)		GRDS 451 or GRDS 444/444R or GRDS 455 (3) GRDS 451 or GRDS 444/444R or GRDS 455 (3) ELECTIVE (3) (SS) ELECTIVE (3) (SS)	
ENGL 102 (3) (WC) ELECTIVE (3) (GCUJ)		ELECTIVE (3-4) (QR)		9 UD hours (300-400 level)		42 UD hours (300-400 level)	
min 12 CH		Pass GRDS 200 Min 30 CH		Min 60 CH		24 UD hours (300-400 level)	

(120) TOTAL CH

(CH)
 REQUIRED COURSE
 (ELEC/GEN ED)

Required Vol Core
 for GRDS Program

VOL CORE CATEGORIES
 (AH) Arts & Humanities
 (AAH) Applied Arts & Humanities
 (EI) Engaged Inquiry
 (GCI) Global Citizen - International Focus
 (GSUS) Global Citizen - US Focus
 (NS) Natural Science
 (NSwL) Nat'l Science with Lab
 (OC) Oral Communication
 (AOC) Applied Oral Communication
 (QR) Quantitative Reasoning
 (SS) Social Science
 (WC) Written Communication