Technology, Art and Design - Design Courses

TADD 1100 Orientation to Technology, Art, and Design (2 credits)
The purpose of the Orientation to Technology, Art, and Design course at Bemidji State University is to introduce the School of Technology, Art & Design (The TAD School). Students will explore majors and minors, career options, and salary data for technology, art, and design-related careers. Students will also meet faculty and learn about available resources, clubs, and the junior and senior screening process. Students will become familiar with the facilities in The TAD School.

TADD 1150 Drawing Fundamentals (2 credits)
This course introduces students to classical and contemporary observational drawing techniques and drawing strategies. This class has an emphasis on the understanding of the formal language and the fundamentals of artistic expression. Projects direct observation of nature, still life, and the human form. Assignments are designed to improve drawing skills, engage creative problem-solving, as well as broaden students' knowledge of the cultural/historical relevance of drawing. Students will discuss, analyze, and critique their original drawings and 2D design work with a group of their peers using standard critique procedures. Liberal Education Goal Areas 6 & 11.

TADD 1200 Two-Dimensional Visual Foundations (2 credits)
This course is a foundation-level study of the elements of art and principles of design related to two-dimensional visual literacy. Students will explore the concepts of composition through guided projects and demonstrations, discovering a working creative process, an awareness of design in our culture, and awareness of current art and design issues. Students will experience both traditional and digital studio practices. Students will discuss, analyze, and critique their original drawings and 2D design work with a group of their peers using standard critique procedures. Liberal Education Goal Area 6 and 11.

TADD 1300 Three-Dimensional Visual Foundations (2 credits)
This course is a foundation level study of the elements of art and principles of three-dimensional design. Students will use a variety of media and art techniques to explore three-dimensional design; form, line, plane, volume, mass, space, texture, light, and time. Projects emphasize a creative process for problem-solving in three dimensions, as well as a general knowledge of historical and contemporary design issues. Students will discuss, analyze, and critique their original drawings and 2D design work with a group of their peers using standard critique procedures. Liberal Education Goal Area 6 & 11.

TADD 1400 The Art of Napkin Sketching (2 credits)
This course introduces the idea of rough sketching as a communication tool rather than a fine art. Designers can easily find inspiration at any moment. Napkin sketches represent the visualization of spur of the moment inspiration, allowing for the rapid exploration of thoughts and ideas. This approach to drawing aids the expression of feelings, ideas, and even philosophies to others. It is a process that illustrates how people think, what is important to them, and the spirit of their thoughts. This communication tool is often the basis for turning ideas into more meaningful works of art and design. Liberal Education Goal Area 6.

TADD 1500 Tech Toolbox I: Illustrator (2 credits)
In this course students will use Adobe Illustrator for the creation and manipulation of vector graphics. Topics will include: file formats, resolution, illustration and color systems. This course introduces and explains software skills where they would naturally fall into a project workflow. The project-based approach employed in this course gets students an in-depth understanding of the software through step-by-step instructions through every phase of a project.. When students complete the projects in this class, they will have a substantial body of work that should express their understanding of the Adobe Illustrator software.

TADD 1550 Tech Toolbox I: Photoshop (2 credits)
In this course students will use Adobe Photoshop for the creation and manipulation of raster graphics. Topics will include: file formats, resolution, illustration and color systems. This course introduces and explains software skills where they would naturally fall into a project workflow. The project-based approach employed in this course gets students an in-depth understanding of the software through step-by-step instructions through every phase of a project. When students complete the projects in this class, they will have a substantial body of work that should express their understanding of the Adobe Photoshop software.

TADD 1600 Fundamentals of Digital Photography (2 credits)
This course will explore digital photography and imaging techniques with special application to art, design and communication, with an emphasis put on understanding the control and effects of light. Projects will address a range of design, aesthetics, and conceptual issues fundamental to the art of digital photography. Strong emphasis is on the development of both a technical foundation and a critical awareness of the medium as a creative tool. Students will discuss, analyze, and critique their original drawings and 2D design work with a group of their peers using standard critique procedures. Liberal Education Goal Area 6 & 11.

TADD 1700 Presentation Planning, Design, and Delivery (3 credits)
Students will learn to thoroughly plan, design, and deliver a successful live presentation that is human-centered and effective. This course focuses on delivering meaningful presentations with self-awareness, creativity, intentionality, and an authentic personal voice. Students investigate motivation and self-expression. Students will learn to organize, prepare, practice, and deliver short and long-form presentations. This course will introduce students to the theory and practice of visual rhetoric, the art of creating persuasive presentations and delivering them with confidence. Liberal Education Goal Area 1.

TADD 1800 Creativity in Action (2 credits)
Creativity in Action is a course that explores an understanding of creativity and innovation, including leading theorists and the generation of ideas. Questions investigated include who is creative, and why? What does it mean to be creative? Is creativity a general attribute, or is it discipline-specific? Students will learn how creative juices flow and how such creative flow materializes into meaningful ideas. Sure, some ideas are wacky, and some are slightly humorous, but we are looking to develop creativity into solving revolutionary challenges. This course values creativity in action, which goes beyond merely risk-taking and solving problems. Liberal Education Goal Area 6.

TADD 2100 History, Philosophy, and Application of Color (3 credits)
This course is an exploration into the nature and meaning of color using methods of historical, philosophical, and experimental inquiry. Beyond discovering the history and philosophy of color, students in this course will learn how to apply color through creative projects. Learners will study hue, value, and chroma/saturation. Students will discover color systems that allow them to communicate color effectively. By the completion of this course, students will be able to combine colors with technology, art, design, and life. Students will discuss, analyze, and comprehend cultural meanings of color and its experience globally. Liberal Education Goal Areas 6 and 8.

TADD 2200 Introduction to Graphic Design (2 credits)
This course introduces students to the profession of graphic design as a conceptual, visual, and commercial discipline. Through lectures, demonstration, research, and studio experiences, students become familiar with the theoretical and processes of the working graphic designer. Topics include: (1) developing a visual vocabulary, (2) essential elements of art, (3) principles of design, (4) visual communication problem solving, (5) employing a creative design process to create designs that meet clients' needs, and (6) understanding the appropriate software to produce works of graphic design. Prerequisite(s): TADD 1500, TADD 1550.

TADD 2300 Introduction to Typography (2 credits)
Great typography is timeless. While technology is inevitably going to change, setting great type has more to do with creativity and aesthetics than technology. This hands-on course explains clearly how typography works and is an introduction to the expressive and functional use of typography. Topics include typographic terms and techniques, early writing systems as well as computer-generated type and fonts. Activities help students learn the essential concepts and skills needed to use and create type.

TADD 2550 Tech Toolbox II: InDesign (2 credits)
This course is intended to familiarize students with the majority of Adobe InDesign tools, so students can apply the design process in building their design portfolio. Understanding the robust publishing application, Adobe InDesign, will allow students to become more productive by integrating what was learned about vector graphics, raster images, and typography. The relevance of Adobe InDesign to design for traditional print media, screen media, interactive multimedia, and web-based media platforms will be introduced and discussed in this course. The software will be used to create, export, and present all design tutorials and individual projects. The project-based approach employed in this course gets students an in-depth understanding of the software through step-by-step instructions through every phase of a project. The projects in this class reflect a range of different types of work represented in the various academic pathways students may choose to pursue in The School of Technology, Art & Design. When students complete the projects in this class, they will have a substantial body of work that should express their understanding of the Adobe InDesign software. Prerequisite(s): TADD 1500, TADD 1550.

TADD 2925 People of the Environment: Technology, Art, and Design Perspective (3 credits)
Discussion and evaluation of current environmental topics related to technology, art, and design. Liberal Education Goal Area 10.

TADD 3020 Typography: Hand Lettering (2 credits)
In this course, students incorporate hand lettering into their illustration process. They explore lettering as free gestural expression, outside of the confines of the computer, made by hand using a variety of traditional media. Students gain an appreciation for hand lettering as an art form, as well as learn how to incorporate hand lettering into their illustrations. Hand lettering is the synthesis of typography and illustration. Prerequisite(s): TADD 2300.

TADD 3040 Typography: Digital Typefaces (2 credits)
This course will provide a theoretical and practical study of the visual nature and expressive potential of digital type forms as a fundamental tool of the graphic designer. Students will practice the preparation and production of digital typographic and graphic assets. Work will include digital illustration, layout, and export for online use as well as for print production with current technologies. Prerequisite(s): TADD 2300

TADD 3090 Leadership in Creative Industries (2 credits)
Whether a student wants to become a Bootstrapping Freelancer, Art Director, or Creative Cottage Industrialist, this Leadership in Creative Industries course effectively matches artists, designers, and makers creative skills and interests with the developing marketplace. Through case studies, guest lectures, and presentations, students will develop creative solutions that support and expand their artistic capacity. Students will learn the theory and practice of the innovative leadership skills essential to lead effectively in creative fields. Through this learning experience, students will understand the creative process, creativity, and the range of variables to lead creative people more effectively.

TADD 3100 Digital Illustration: Vector Art (2 credits)
Vector art is art made with vector illustration software like Adobe Illustrator. Vector artwork is built from vector graphics, which are images created with mathematical formulas. In comparison, raster art (also referred to as bitmaps or raster images) is created with colorized pixels. Enlarge pixel-based art in a raster file too much and it looks jaggy, whereas you can enlarge vector art to any size without negatively affecting its appearance. This resolution independence allows vector art to be used in a variety of forms, from small illustrations to massive billboards. This course is an exploration of digital illustration using vector graphics. Prerequisite(s): TADD 1150, TADD 1500. Liberal Education Goal Area 6.

TADD 3140 Figure Illustration (2 credits)
In this course students will study of the figure and its relationship and application in contemporary Illustration. Course work and assignments will focus on an understanding of anatomy through observation, expressive gesture, and practical applications. Traditional and non-traditional drawing methods will be introduced and explored. Prerequisite(s): TADD 1150. Liberal Education Goal Area 6.

TADD 3160 Spatial Illustration (2 credits)
This course introduces students to the illustrative graphic presentation of spaces, ideas and products. Sketching and refining techniques are practiced in various media including graphite, ink, colored pencils, marker pens, and collage. Perspective drawing tools and techniques are demonstrated and practiced. Conceptualization, production, and presentation techniques are discussed. Prerequisite(s): TADD 1150. Liberal Education Goal Area 6.

TADD 3180 Digital Painting: Raster Art (2 credits)
Raster artwork is any digital art composed of horizontal and vertical rows of pixels. In comparison, vector artwork is digital art composed of mathematical lines and curves. This hands-on course allows students to get creative and productive with brushes and other pixel-based digital tools. This course will explore how to manage layers, effects, selection techniques, working with text, and maximizing colors. This course includes several projects to help students learn how to use digital tools effectively. Once students have completed the course, he or she will be fully capable of using the pixel-based tools to create meaningful digital artwork. Prerequisite(s): TADD 1150, TADD 1550. Liberal Education Goal Area 6.

TADD 3200 Introduction to Model Making (2 credits)
This course exposes students interested in technology, art, and design to learn more about model making. Prior model making experience is helpful, but not required. The course provides a basic introduction to methods of constructing with sheet materials, shaping soft materials to achieve complicated forms, and achieving realistic textures. Students are guided through demonstrations each day. Introduction to Model Making leverages a variety of hand tools and fabrication techniques. Emphasis is on shop safety, hand skills, accuracy, professionalism, and working within specified tolerances to build three-dimensional models.

TADD 3220 Conceptual Prototype Engineering (2 credits)
This course will explore the various steps needed to create a concept/mockup prototype model. Models are design tools and are employed greatly in all aspects of industry. This creative process will include brainstorming, research, sketching, and creation of the model. It aids clients in visualizing and understanding their products' characteristics prior to creation of a high-level prototype. The course will have an emphasis on shop safety, project management and professionalism.

TADD 3240 Prototype Engineering & Detailing (2 credits)
This course is an in-depth look into the finishing and detailing process required of professional prototype models. A finished model must accurately resemble the final prototype in every aspect. Prototype Finishing and Detailing will cover project preparation using various materials, surface finishes/textures and the paints required for the finishing process such as primer, basecoat, single stage and clear coat. The technique of spray finishing will be explored and demonstrated utilizing aerosol, air brush and spray guns. The course will have a strong emphasis on shop safety, project management and professionalism.

TADD 3250 Product Model Making (2 credits)
This course will explore the processes utilized in the creation of a consumer product model by means of a product redesign or new design. This will include an introduction to the basics of form, fit and function and its relationship to the creation of a 3D model. The process will include a scaled 3D drawing to be utilized in the construction of a physical model. The course will require students to utilize many processes, including traditional machining (woods/metals), 3D printing, CNC and other shop equipment. Emphasis will be on shop safety, accuracy, professionalism, project management, problem solving and working within specified tolerances.

TADD 3260 Architectural Model Making (2 credits)
Course Description: This course is the study of architectural model-making techniques, processes, and materials needed to construct a scaled version of a real building project. This model is used as a visual design tool to communicate a client's idea. This course will utilize 2D & 3D software, traditional & non-traditional machining, laser cutter, and various hand skills to construct a professional model. Emphasis will be on shop safety, accuracy, professionalism, project management, and problem-solving.

TADD 3280 Furniture Design & Model Making (2 credits)
This course is the study of model-making techniques, processes, and materials needed to construct a scaled version of furniture. This model is used as a visual design tool to communicate a client's idea. This course will utilize 2D & 3D software, traditional & non-traditional machining, laser cutter, and various hand skills to construct a professional model. Emphasis will be on shop safety, accuracy, professionalism, project management, problem-solving, and working within specified tolerances.

TADD 3300 Wayfinding & Signage Design (2 credits)
Our need to communicate with our fellow humans is fundamental to our well-being and, indeed, our survival. We have long made marks on objects and in our surrounding environment to communicate information visually. These marks communicate meaning, and over time has become a shared language among the people who made and understood them. Signage and wayfinding design are essential and most commonly expressed in unified signs that informationally and visually knit together a site, a collection of related sites, such as regional parks or global corporate facilities, or networks, such as a transportation system. This course focuses on understanding wayfinding and designing signage to communicate our surrounding environment better visually. Prerequisite(s): TADD 2300.

TADD 3320 Package Design (2 credits)
In Packaging Design, as well as Display Design, students are introduced to the process of designing three-dimensional containers, individually, or as systems for the mutual benefit of the end-user and the manufacturer. Emphasis is placed on symbols, shape, color, illustration, and typography and how they relate to three-dimensional problems. Prerequisite(s): TADD 1500.

TADD 3340 Branding & Identity Design (2 credits)
An introduction to the visual and conceptual problems related to branding. Students also practice digital print production management techniques for all digital assets, and digital layout assembly to create marketing materials in relation to branding. Prerequisite(s): TADD 2200, TADD 2300.

TADD 3350 History of Modern Art & Design: 1820-1950 (3 credits)
This course is a survey of major movements, period tendencies, and key figures in the development of art, graphic design, craft, and industrial design between the early-19th century and 1950. Examination of technological advancements, world historical and art historical trends that surround these movements will also be an important goal in order to gain an effective understanding of this period. Course material seeks to articulate a global perspective of art and design in this era, including Asian, India, African, and South American models. Liberal Education Goal Areas 6 and 8.

TADD 3360 History of Contemporary Art & Design: Present-1950 (3 credits)
This course is a survey of the major movements, period tendencies, and key figures in art, graphic design, craft, and industrial design that affect us today. Starting from our current (contemporary) point of view, we discuss existing influences while reviewing the precedents that have been set in the last one hundred years. Students will examine recent, current, and predicted future technologies, as well as current political and economic trends' effects on design trends. Importance will be placed on the influence of historical perspective and future predictions on our current design practice. Course material seeks to articulate a global perspective of art and design in this era, including Asian, India, African, and South American models. Liberal Education Goal Areas 6 and 8.

TADD 3380 Designing for Experiences (2 credits)
Experience design is the collection of intentional strategies, touchpoints, and activities chosen to deliver constructions of meaning through engaging interactions. Experiences are what drive the economy. What distinguishes okay companies from truly great companies is the experiences that they provide their customers, as well as their employees. Designing for experiences is about making individuals feel alive and helping organizations take their business to the next level. In this introductory course, students will be exposed to the design, build, execution, evaluation, and management of meaningful experiences. Liberal Education Goal Area 11.

TADD 3400 Sculpture: Experimental (2 credits)
This course introduces students to a variety of methods for combining materials and processes to create sculptural forms. Hands-on projects expand 3D design concepts to include non-traditional media and encourage students to develop their creative ideas. Students will explore contemporary trends and applications, as well as research cultural traditions throughout history. Coursework includes access to a variety of labs and equipment to enhance projects. Students will discuss, analyze, and critique their original drawings and 2D design work with a group of their peers using standard critique procedures. Liberal Education Goal Area 6 and 11.

TADD 3410 Sculpture: Traditional (2 credits)
This course introduces students to a variety of traditional materials and processes common to sculpture. Hands-on projects expand 3D design concepts and encourage students to develop their creative ideas through additive, subtractive and casting methods. Students will explore contemporary trends and applications, as well as research cultures throughout history. Students will discuss, analyze, and critique their original drawings and 2D design work with a group of their peers using standard critique procedures. Liberal Education Goal Area 6 and 11.

TADD 3448 Tech Toolbox II: Fusion 360 (2 credits)
This course introduces students to the use and application of Autodesk Fusion 360 software, which is the key to instant 3D creativity, used by designers, model makers, engineers, and other makers. Students will learn to use Fusion 360 to turn ideas into designs that flow into 3D printing, CNC milling, or injection molding.

TADD 3449 Tech Toolbox II: Premiere Pro (2 credits)
This course is an introduction to video-editing techniques using Adobe Premiere Pro, the industry-leading application for video-editing. This course utilizes and expands student designers' skillset. Students will learn: to transform raw footage into impactful stories, how to edit video and audio, correct color, add titles and effects, and more. Prerequisite(s): TADD 1550.

TADD 3460 Printmaking: Traditional (2 credits)
An introduction to the concepts and techniques of relief printmaking and the aesthetic issues within traditional printmaking practices. Students will evaluate visual art within historical and contemporary contexts. Students will develop image-making and studio processes skills through several printmaking projects. Reading, discussions, and demonstrations will support this development. Students will discuss, analyze, and critique their original drawings and 2D design work with a group of their peers using standard critique procedures. Liberal Education Goal Area 6 and 11.

TADD 3470 Printmaking: Experimental (2 credits)
This course will introduce students to the concepts and techniques of silkscreen and related stencil printing forms. Demonstration, discussion, sketching, art production, and critique will support development of students' skills. Students will practice working in a shared studio environment, solving layered design issues, and evaluating silkscreen art within historical and contemporary contexts. Students will discuss, analyze, and critique their original drawings and 2D design work with a group of their peers using standard critique procedures. Liberal Education Goal Area 6 and 11.

TADD 3480 Ceramics: Hand & Wheel (4 credits)
Three-dimensional visual design and problem-solving is integrated with the introduction to basic hand-forming methods, glazing, and firing of ceramic forms. This course is an introduction to the functional and sculptural process of ceramics using various hand-building techniques. Students will explore processes including pinch, coil, and slab building, as well as gain an understanding of the tools and methods involved in hand building. Students will learn about glazing and how color and surface design can bring life to their unique works of art. Liberal Education Goal Area 6 & 11.

TADD 3551 Tech Toolbox I: 3ds Max (2 credits)
This course is an introductory software-based course focusing on the 3ds Max design workflow as it relates to basic modeling, necessary materials, and essential lighting techniques. Students will learn how to use this software related to architectural exhibits and spaces, as well as model making, graphic design, and motion graphics. This course is just the beginning of learning dozens of features and techniques that students will someday master, from sculpting and texturing to lighting and rendering.

TADD 3552 Tech Toolbox II: 3ds Max (2 credits)
This course is a level two software-based course focusing on the 3ds Max design workflow as it relates to advanced materials, lighting and modeling techniques. Prerequisite(s): TADD 3551.

TADD 3553 Tech Toolbox III: 3ds Max (2 credits)
This course is a level three software-based course focusing on the 3ds Max design workflow as it relates to advanced output options. Course also serves as an introduction to 3D game engines, augmented and virtual reality. Prerequisite(s): TADD 3552.

TADD 3557 TAD LAB: Molding & Casting (2 credits)
In this course, students will learn how to make molds that will allow them to cast multiples of practically any object using a variety of materials. Students will gain a solid understanding of fundamental techniques that will empower them to tackle almost any mold-making project. Students will discover what undercuts are and how to recognize them on their models; they will determine what kind of mold and mold material to use and how to build and adequately seal mold walls. Mold and cast your way to a customized world!

TADD 3558 TAD LAB: Machining (2 credits)
This course introduces students to the basics of operating a lathe and a milling machine. Students will learn essential machine and lab safety procedures, use of bench tools, layout tools, drill presses, precision measurement tools, and various hand tools related to the machine shop. Students will study the vertical milling machine and the horizontal lathe as well as their components and controls. They will gain an understanding of speeds and feeds, utilizing various tools and tool holders. They will identify basic tool geometry, and the use of standard lathe spindle tooling.

TADD 3559 TAD LAB: Traditional Woods (2 credits)
In this foundational woodworking course, students will learn the basics of the traditional woodshop. This course serves as the prerequisite for makers to reach their full potential. Students will go through a learning process grounded in understanding hand tools and grow into learning more high-tech woodshop processes. Once students complete this foundational course, they will have the skills and confidence to continue excelling as a maker in the woodshop.

TADD 3660 TAD LAB: Welding (2 credits)
This course will provide students with entry-level skills in Welding. This course includes basic welding theory, safety in welding, introduction to oxygen, basic weld symbols for blueprint reading. Students will learn oxyacetylene welding using the cutting torch and brazing, electric arc and other welding techniques, and stick welding with a variety of electrodes in the flat and horizontal fillet positions.

TADD 3667 TAD LAB: Finishing & Aesthetics (2 credits)
The purpose of this course is to provide the student an understanding of materials, principles, and techniques of spray finishing required to complete a professional form. Processes may include model construction, surface preparation, materials selection and paint application.

TADD 3668 TAD LAB: Laser (2 credits)
There has never been a better time to learn about and try Laser cutting and etching. This course draws a roadmap for getting started with Laser, which is also known as additive manufacturing). This course will discuss the different Laser operations used for Vector graphics (cutting) and Raster graphics (etching). Students will learn how to properly prepare digital files for projects of their own creation and operate laser equipment. Knowledge of materials and how to apply them is also an important part of this course. This TAD Lab is a hands-on production-based course that walks students through a step-by-step process of Laser cutting.

TADD 3670 TAD LAB: Traditional Painting (4 credits)
This course is an Introduction to the medium of oil painting and to the processes involved in perceptual and conceptual exploration. Liberal Education Goal Areas 6 & 11.

TADD 3677 TAD LAB: 3D Printing (2 credits)
There has never been a better time to learn about and try 3D printing. This course draws a roadmap for getting started with 3D printing, which is also known as additive manufacturing). This course will discuss the different 3D Printers used for 3D modeling (filament-based, laser sintering, and more). This TAD Lab is a hands-on production-based course that walks students through a step-by-step process of 3D printing.

TADD 3678 TAD LAB: CNC Woods (2 credits)
This course is designed to introduce students to vector-based cutting operations in wood and paper products. Students will apply knowledge gained in the classroom to sketch, create measured files in various software and execute their assignments using a variety of CNC equipment available to them. Laser cutting/etching, cardboard cutting/folding, and wood CNC milling are basic operations we will cover.

TADD 3679 TAD LAB: CNC Metals (2 credits)
This course is designed to introduce students to vector-based cutting operations in metal. Students will apply knowledge gained in the classroom to sketch, create measured files in various software and execute their assignments using a variety of CNC equipment available to them.

TADD 3680 TAD LAB: AutoCAD (2 credits)
This course introduces students to the use and application of Autodesk AutoCAD software. AutoCAD is used by architects, designers, model makers, engineers, and other makers. Students will learn to use AutoCAD to turn ideas into designs that flow into 3D modeling and other output formats.

TADD 3700 Materials, Lighting, and Structures (2 credits)
This course is an overview of the materials, lighting, and structures used in the exhibit industry. Students will explore fabric, aluminum extrusion systems, printing substrates, sustainable options, lighting technologies, and building techniques.

TADD 3750 Tradeshow Exhibit Design (2 credits)
This course aims to help make students better understand the art of creating immersive experiences that tell a story. Tradeshows are not new but designing meaningful experiences with intentionality is an entirely new industry. This form of spatial storytelling takes guests through meaningful experiences that incorporate graphics, spatial planning, architecture, modern media, theatrical arts, interaction, entertainment, marketing, learning, lighting, engineering, networking, personal growth, and more. This course focuses on designing immersive and experiential tradeshow exhibits for meaningful social interaction. This class will assume that students have had some experience design coursework under their belt and exposed to the basics of Two and Three- Dimensional Design. This course will move students into more advanced levels of experience design. Above all, this course encourages students to think about design by putting the tradeshow attendee at the center of their constructed experience. Prerequisite(s): TADD 3552.

TADD 3780 Museum Experience Design (2 credits)
In this course, students will gain a comprehensive understanding of the different kinds of museums (permanent, temporary, and travel), their various missions, and their experiential characteristics (visitors, research, theories, history, techniques, institutional challenges, educational vision, and public service) common to museums. Students will also explore the various technical and aesthetic approaches for designing museum experiences. The primary focus will be the importance of quality signage, graphics, and engaging media for museums. Prerequisite(s): TADD 3380, TADD 3552.

TADD 3800 Tech Toolbox III: After Effects (2 credits)
This course builds off the video-editing techniques learned in Adobe Premiere Pro, the industry-leading application for video-editing. After Effects adds visual effects, motion graphics, and compositing capabilities to the video-editing skillset. Students will learn: to enhance videographic storytelling with techniques such as keying, tracking, compositing, animation and more. Prerequisite(s): TADD 3449.

TADD 3850 Digital Signage (2 credits)
Every day new digital screens are being installed at locations in every industry. However, the process of developing and deploying engaging digital signage is much more complicated than simply hanging a screen and turning it on. This production-based course will guide students through the process of creating an effective digital signage strategy, from understanding the user and the environment to building experiential content. Learning will focus on storytelling and effective communication through the creation of digital signage and motion graphics. Students will explore the software, tools, and techniques needed to start designing meaningful digital signs in 2D and 3D. Prerequisite(s): TADD 2300.

TADD 3899 Junior Culmination: Internship Planning (2 credits)
In this course, students learn the importance of the internship game, which will give the tools needed to get an internship and the necessary actions for turning that internship into an eventual career. This course will give student artists and designers professional guidance to them to where they want to be after graduation. Students will learn how to apply entrepreneurial strategies to their own life, their internship decisions, and their eventual career. Whether students want to work for a giant multinational corporation, a small local business, or launch their own business, this course will provide vital information and help them develop a personalized plan for their future. Prerequisite(s): Instructor consent.

TADD 4020 Web & Social Media Design (2 credits)
In this course, students will discover how to communicate creatively through websites and social media platforms. Students will learn about the key features on Facebook, Twitter, Instagram, and other platforms to grow an online presence. This course examines how to designs websites and social media platforms to extend experiences beyond the face-to-face world and into the virtual world. By the end of this course, students will have a solid introduction to these key platforms so that they can design a virtual strategy that increases brand awareness and maximizes opportunities for meaningful experiences. Prerequisite(s): TADD 2300.

TADD 4040 UX Design (2 credits)
A good user experience design (UX Design) keeps visitors engaged. A bad one will make them go somewhere else. This class teaches students how to apply simple UX design principles to make users behave in the way that designers want and expect when creating compelling digital experiences. Students will learn Adobe XD's capabilities and features to go from concept to interactive prototype. Prerequisite(s): TADD 3850.

TADD 4120 Illustrative Storytelling (2 credits)
The course will integrate image and text within a design context to promote a comprehensive understanding of the role of the illustrator, the art director, and the designer. Students are required to think beyond the content and aesthetics of an image and consider the formal and conceptual context of its application. Prerequisite(s) TADD 3100, TADD 3140, TADD 3160, TADD 3180.

TADD 4190 Animated Illustration (2 credits)
This course allows students to get creative and transform concepts into meaningful 2D animations. Students will investigate the concepts and tools used for creating time and motion-based animations. Prerequisite(s): TADD 3100, TADD 3140, TADD 3160, TADD 3180.

TADD 4430 Sculpture: CNC (2 credits)
This course introduces students to a variety CNC processes common to sculpture/design. Hands-on projects expand 3D design concepts through the use of design software and a variety of machines. Students will explore contemporary trends and applications, as well as research cultural traditions throughout history. Coursework includes access to TAD Lab facilities. TADD 3448 recommended.

TADD 4630 Topics in Technology, Art & Design (1-4 credits)
Research, advanced exploration, and/or applied study of various topics related to technology, art & design.

TADD 4700 Pop-up Shop & Visual Merchandising Design (2 credits)
Pop-up shops are the temporary use of physical space to create a meaningful experience with current or potential customers. A pop-up shop allows an organization to communicate brand promises through the use of a unique and engaging physical environment while creating an immersive shopping experience. Designing pop-up shops and visual merchandising displays into unforgettable experiences is what this course is all about. Prerequisite(s): TADD 3552.

TADD 4750 Event Design (2 credits)
Event design is the application of form and experience processes to invent festivals, conferences, ceremonies, weddings, formal parties, concerts, tradeshows, or large conventions. It involves studying the brand, identifying its target audience, devising the event concept, and imagining all aspects before actually building and launching the event. In this course, students will learn a systematic visual approach to event design grounded in experience and based on stakeholder needs. Prerequisite(s): TADD 3380, TADD 3552.

TADD 4800 Advanced Typography (2 credits)
This class is an advanced exploration of the elements and forms of typography. We will address the role of these elements as highly abstracted symbols that nevertheless function as the vehicle for the most literal and expressive communication. This class is an opportunity for advanced design students to develop portfolio quality pieces which demonstrate their breadth of expression as well as their personal aesthetic of type. Prerequisite(s): TADD 3020, TADD 3040.

TADD 4810 Advanced Extended Reality (2 credits)
This course turns student's understanding of Virtual Reality (VR), Augmented reality (AR), and Mixed Reality (MR) into advanced knowledge of Extended Reality (XR). This course goes beyond the latest developments in hardware, software, equipment, and computing and their impact on creating meaningful human-centered experiences. Students will learn how knowledge in XR can be maximized and applied in the real world, ultimately making students more employable after graduation. Prerequisite(s): TADD 3553.

TADD 4820 Advanced Experience Design (2 credits)
This course aims to help students create immersive experiences that tell meaningful stories. Designing such meaningful experiences with intentionality is an advanced art form. This advanced form of spatial storytelling takes guests through meaningful experiences that incorporate graphics, spatial planning, architecture, modern media, theatrical arts, interaction, entertainment, marketing, learning, lighting, engineering, networking, personal growth, and more. This advanced course assumes that students have had most other design-related coursework under their belt. Above all, this course prepares students for employment and encourages them to put the guest at the center of the experience. Prerequisite(s): TADD 3750, TADD 3780.

TADD 4830 Advanced Event Planning & Project Management (2 credits)
Advanced Event Planning & Project Management is a culminating course that provides students with the opportunity to apply the skills and knowledge learned from previous courses. Students will increase their level of expertise and confidence through the planning and managing of a simulated educational project. Students in this class will learn to work in a team to develop the conceptualization of an event and manage it to its completion. Successful students in this class will be expected to employ all the communication, design, management, and planning skills learned in previous courses. Students will understand deadlines as an essential component in this course and to utilize external vendors to ensure a successful and enjoyable event that meets goals and expectations. Prerequisite(s): TADT 1111.

TADD 4840 Advanced Interactive Multimedia Design (2 credits)
The future of typography and motion graphics is here. Type is conquering motion, space, and interaction to play across all media. Imagine type that is alive and dynamic, that adapts to the environment. This Advanced Interactive Multimedia course provides students with this form of storytelling expressed in a variety of visual media and environments, including screen-based, print-based, and emerging media. This course explores the new ecosystems that typography now resides in and the tools that designers can use to develop meaningful interactive content and experiences. Students will also learn about the exciting career opportunities in this cutting-edge space. The goal of this course is for students to build from previous interactive and multimedia coursework and develop professional portfolio pieces through a production-based learning experience. Prerequisite(s): TADD 4040.

TADD 4850 Advanced Branding & Identity Design (2 credits)
This course is an advanced theoretical study of the visual and conceptual problems related to branding. Students also practice digital print production management techniques for all digital assets, and digital layout assembly to create full visual identity systems, and related marketing materials. Prerequisite(s): TADD 3340.

TADD 4860 Advanced Prototype Engineering & Model Making (2 credits)
In this course the student will work in collaboration with an industry professional to construct a physical architectural or prototype model. This project will be determined by the student¿s desired career path. This project will require a culmination of skill sets learned to complete the project as well as the appropriate use of materials, processes and interpretation of client documentation. Emphasis will be on shop safety, accuracy, and professionalism, and project management, problem solving and working within specified tolerances. Prerequisite(s): Senior status.

TADD 4867 Advanced Studio Practice (2 credits)
This Studio-based course is project-based. This format is grounded in sound adult learning theory (andragogy) and is often more popular with students than traditional lecture-based format. In this course, students will work on a complex and demanding project for the entire semester or predetermined timeline. The goal of this course is for students to explore an advanced topic of personal interest. The student will guide much of the coursework and the direction of the project. Therefore, this format requires students to take responsibility for their learning and their time. The course facilitator is there to help students start the project, provide essential resources, and be on hand as a resource for students to use. The course facilitator is a mentor in the process, acting as a learning guide, not an authority. Course is repeatable for up to 12 credits. Prerequisite(s): TAD Common Core or instructor consent.

TADD 4870 Advanced 3D Arts (2 credits)
This course is an advanced level exploration of conceptual approaches to the creation of sculptural forms in addition to continued exploration of processes and techniques on an advanced level. This course will also give students the opportunity to create significant works to add to a senior portfolio. Prerequisite(s): TADD 4430, Instructor consent.

TADD 4880 Advanced Illustration (2 credits)
This course is an advanced level exploration of conceptual approaches to the creation of illustration in addition to continued exploration of processes and techniques on an advanced level. This course will also give students the opportunity to create significant works to add to a senior portfolio. Prerequisite(s): TADD 4120.

TADD 4897 Senior Exhibition (0 credit)
Students will work with the professor to create a solo or team art exhibition.

TADD 4898 Advanced Graphic Design (2 credits)
This course is an opportunity for students to achieve and become creative graphic design professionals. Before students take this course, they should have learned all the foundational skills in Graphic Design. The intension of this course to take those foundational skills to the next level and become a unique design professional that stands out in a seemingly overcrowded industry. From day one of this course, students will hit the ground running, and ignite their inspiration into creative ideas. This course focuses on becoming a design professional that utilizes and expands students' design skills and abilities through a professionally crafted portfolio. Prerequisite(s): TADD 4800.

TADD 4899 Senior Culmination: Career Planning (2 credits)
In this course, students will explore the volatile, and sometimes scary, employment landscape. Students will learn the importance of creating a career plan that allows them to pursue their future. An effective career plan will allow students to determine essential goals, articulate a pathway reach goals, and assemble a body of work (portfolio) to market themselves to key stakeholders. This course will give student artists and designers professional guidance to land their next opportunity, whether students want to work for a giant multinational corporation, a small local business, or launch their own business. Topics will include dream jobs, graduate school, lifelong learning, career planning, negotiation, interviewing, monetization of passion, personal branding, networking, presentation skills, and how to build a compelling portfolio. Prerequisite(s): Instructor consent.

TADD 4917 DIS Tchg Assoc | (1-2 credits)
Directed Independent Study | Teaching Associate

All-University Courses

The course numbers listed below, not always included in the semester class schedule, may be registered for by consent of the advisor, instructor, or department chair, or may be assigned by the department when warranted. Individual registration requires previous arrangement by the student and the completion of any required form or planning outline as well as any prerequisites.

1910, 2910, 3910, 4910 DIRECTED INDEPENDENT STUDY
1920, 2920, 3920, 4920 DIRECTED GROUP STUDY

1930, 2930, 3930, 4930 EXPERIMENTAL COURSE
1940, 2940, 3940, 4940 IN-SERVICE COURSE
1950, 2950, 3950, 4950 WORKSHOP, INSTITUTE, TOUR
1960, 2960, 3960, 4960 SPECIAL PURPOSE INSTRUCTION
1970, 2970, 3970, 4970 INTERNSHIP
1980, 2980, 3980, 4980 RESEARCH
1990, 2990, 3990, 4990 THESIS