
Course Descriptions

Department Communication Design

ANI200 Animation I

An introduction to the fundamental principles of expression through movement in time, sequential composition, editing, and integration of image sequences and sound. A series of short projects applies basic animation principles. Presentations and projects involve simple phenomena of cycles, transformations, transitions, sequential structure and the expression of emotional and kinetic states. The use of digital still and video cameras is introduced, as well as sound integration, editing and story structure using current digital software combined with traditional techniques.

Prerequisites: None
hybrid studio/critique(5hrs)
departmental required

ANI201X CG Fundamentals

Introduction to the CG environment with an emphasis on physical motion, weight, texture, form and strategies for problem solving. Animation principles are translated into established and emerging 3D digital technologies.

Prerequisites:
hybrid studio/critique(5hrs)
departmental required

ANI202 Drawing for Animators

Drawing For Animators builds drawn animation skills through in-class exercises and related assignments. Students animate all their work on paper using a variety of dry and wet media. They explore the physics of motion, squash & stretch, time-based blurring, perspective in motion, kinesthesia, and the use of light and shadow. Observational skills are enhanced by using a live model, and by analyzing live-action footage and exemplary animation.

Prerequisites: Animation I, Stop Motion I, or consent of instructor
hybrid studio/critique(5hrs)
departmental required

ANI203X The Digital Toolbox

The "Animator's Toolbox" serves as an introduction to various alternative animation techniques, with emphasis on how an individual animation artist might innovate ways to integrate continually emerging digital tools into their work. Software applications such as Photoshop, Final Cut Pro, Flash, Illustrator & After Effects are introduced and incorporated into assignments that include "old-school" animation devices & techniques such as Zoetropes, flipbooks, rotoscoping and multi-plane shooting. Additionally, Mini-DV, & Digital still cameras, along with digital audio recorders are introduced. A semester-long, image-based digital animation will be produced, along with numerous shorter assignments. There will be portions of class time made available for workshop.

Prerequisites:
hybrid studio/critique(5hrs)
departmental required

ANI300X Character Animation

A study of the use and dynamics of the character in animation. Through screenings, guest lecturers, workshops, critiques, design, performance and animation exercises, students will explore the fundamentals of character animation. Course emphasis is on 2D formats, although there may be some 3D content mixed in.

Prerequisites: ANI200 & ANI203, or permission of instructor
hybrid studio/critique(5hrs)
departmental elective

ANI301 Animation II

Animation II introduces students to various mixed media approaches to animation design. Students explore strategies enabling them to complete several short animated films within a single semester. They are instructed in numerous elements necessary to create an independently authored animated film, including the concept of unity, advanced camera techniques, and the language of the cinema. Further emphasis is placed on experimentation, auteurism, and expressionistic use of materials. There are regular screenings of exemplary animation and regular classroom critiques.

Prerequisites: Animation I, Stop Motion I, or Drawing for Animators
hybrid studio/critique(5hrs)
departmental required

ANI302 Animation III

Animation III is a course that focuses on various narrative forms for animated short films. A wide range of exercises are employed to address issues of both content and form, such as: creating an animated film by utilizing documentary audio or found sound, interpreting an existing work of poetry, adapting a news article, and translating a theatrical script into a visual storyboard. Students are expected to work both individually and collaboratively.

Prerequisites: ANI301
hybrid studio/critique(5hrs)
departmental required

ANI392 ANI Course Assistantship

A course assistantship in animation allows a student to assist in individualized student instruction during studio time. There may also be opportunities to present technical demonstrations to the class. Participation in group critiques is expected. Numerous additional duties may be assigned to the student on a course by course and class by class basis by the supervising instructor. This course can only be taken with consent of instructor.

Prerequisites:

ANI398 ANI Internship

An internship in animation will be arranged by the student with an organization or company that agrees to administer the internship following Mass Art's guidelines. This course can only be taken through consultation with and consent of student's animation area advisor.

Prerequisites:

ANI399 ANI Independent Study

An independent study in animation is open to students who wish to pursue projects that don't fit well into existing courses. Examples of potential projects include interactive installations that incorporate animation, animated documentary, episodic animation, animation that combines static sequential art, or any other hybrid form that utilizes animation as a key component.

Prerequisites:

ANI400X Degree Project I

The first of two semesters involving investigation and articulation through animation of a topic of personal interest for each student. This course involves extensive scholarly research and experimentation including short trial runs of techniques and strategies. All these are used on the path towards completion of a comprehensive film or set of films. At the close of the first semester, students define their intentions through a completed animatic, essay on purpose and intent, design studies, trial shorts, and a minimum of 1 minute of completed footage representative of their final product.

Prerequisites:

critique(4hrs)
departmental required

ANI401 Animation Portfolio

Animation Portfolio provides a concentrated opportunity for seniors to develop content and practices directed toward their professional goals in the field of animation. Through a series of projects, lectures, and workshops, students develop professional standards and produce a finished portfolio and show reel.

Prerequisites: ANI400

critique(4hrs)
departmental required

ANI402 Degree Project II

The second of two semesters involving investigation and articulation through animation of a topic of personal interest for each student. Students complete all phases of production and promotion of their chosen project.

Prerequisites: ANI400

critique(4hrs)
departmental required

ANI403X Animation IV

Animation 4 is an advanced level production course where students produce one high-end, purpose-driven animation. Emphasis is placed on clear communication of ideas, which is challenged through intensive group critique of every phase of the process: from script to storyboard to animatic to finished animation. Complete musical score and sound design is coordinated via a semester-long collaboration with students from Berklee College of Music. Additionally, students will complete three, 10-second "style emulations" which closely examine the work of independent animators.

Prerequisites: ANI302

critique(4hrs)
departmental required

DE412 Corporate Identity

An examination of issues related to graphic identification of large complex organizations and to various strategies currently used by practitioners in establishing corporate standards for all graphic materials used by a company.

Prerequisites: GD2X6

hybrid studio/critique(5hrs)
departmental elective

GD1X0 Graphic Design Basics

Graphic Design Basics is an elective course developed specifically for freshmen who are interested in graphic design as a major. It is a "primer" to the Graphic Design program - a rigorous introduction to the fundamentals of visual communication and design.

Prerequisites: None

critique(4hrs)
departmental elective

GD1X2 Print Production

This course explores almost every area involved in print production for graphic designers, including offset printing, printing estimates and working with a printer, binding and finishing, paper, pre-press, color separation and color proofing, and halftones and scanning issues.

Prerequisites: GD 220, GD 210

critique(4hrs)
departmental elective

GD200 Calligraphy & Letterform Drawing

This course begins with the introduction of broad-edged pen lettering by studying two styles of hand lettering: italic and foundational. Students learn about letter proportion, pen angle, pen scale and letter slope. Midway through the course, hand drawn letters are studied by exploring the Trajan inscription and the development of the Roman alphabet. Letters will be drawn with technical drawing tools in large format, allowing for in-depth design analysis and exploration. Lettering with a broad-edged pen produces unique and interesting letter shapes. Students will be taught calligraphy in three early hands which were practiced from the 9th through the 15th centuries. This course will include a field trip to the Boston Public Library and a private viewing of a portion of its medieval and Renaissance manuscript collection. Familiarity with broad-edged pen lettering will aid the student in quickly advancing through the three lettering styles covered in this class.

Prerequisites: None; open to freshmen

critique (4hrs)
departmental elective

GD210 Typography I

A study of the design and use of basic letterforms, typographic contrast, hierarchy of information, major type families and their characteristics, typographic grids, and legibility.

Prerequisites:

critique(4hrs)
departmental required

GD220 Graphic Design I

Basic design principles and skills are applied to graphic design projects. The course presents the formal elements of typography, color, and idea generation in the context of design responsibility and the development of professional attitudes and approaches to problem solving.

Prerequisites: GD 2X6
hybrid studio/critique(5hrs)
departmental required

GD2X6 Sophomore Studio

This sophomore-level required course meets twice per week for 4.5 hours each meeting (this will "migrate" to 5 hours beginning Spring 2008); it is a 6-credit course. Sophomore Studio provides a foundation in the methods of concept, image, and form development. Students are introduced to the language of design; working in both traditional and digital media, students will explore issues of form, color, texture, image, sequence and narrative, learning how to harness these elements to communicate concepts clearly, effectively and expressively. Mind mapping and the sketching of ideas as a part of the process of inquiry and design problem solving also will be covered. Faculty will collaborate and share lectures and demonstrations across all sections.

Prerequisites: Successful completion of Foundation year
hybrid studio/critique(5hrs)
departmental required

GD2X7 Principles of Graphic Design

Is anxiety and fear of typography bogging you down? Are you frustrated by what to do with lots of (or very little) text and images? Then this course is for you! An introductory course to basic principles of graphic design introduces students to the fundamentals of working with text and images. This course is designed for students involved in allied creative professions: product designers interested in the design of proposals or project summaries and illustrators and animators interested in the integration of words as part of their work, and artists interested in learning graphic language. Several design and layout assignments explore various solutions to applications such as resumes, letterheads and business cards.

Prerequisites: None
hybrid studio/critique(5hrs)

GD2X8 Typography II

In this sophomore level required course, students continue their typographic education by looking at issues of text type, typographic structure and hierarchy. They develop their sensitivity to type at both a macro and micro level, and explore issues related to typography for print and screen environments. The course meets twice a week.

Prerequisites: GD210 Typography I
hybrid studio/critique(5hrs)
departmental required

GD300 Letterpress Printing

An introduction to hand set metal and wooden type, letterpress printing techniques, and limited edition printing on fine papers. Emphasis on typography rather than pictorial elements.

Prerequisites: GD 210 Typography I or equivalent, or printmaking courses
critique(4hrs)
departmental elective

GD302 Package Design

The package as a form of communication, including psychological, marketing, and merchandising components. Hands-on experience in design, construction methods and materials, and the use of color and typography for increasingly realistic problem assignments. Critiques include research, analysis, construction, design, and evaluation processes.

Prerequisites: GD210 Typography I
critique(4hrs)
departmental elective

GD302X Graphic Design II: Making Meaning

In this junior level required course, students explore how meaning is created through design by looking at visual communication strategies, communication theory, and the roles of message senders and receivers in the communication process. Coursework includes both print and simple time-based applied projects.

Prerequisites: GD220 Graphic Design I
critique(4hrs)
departmental required

GD303 Letterpress Printing II

Advanced Letterpress printing class demonstrating setting type and images in forms for 2 and 3 color printing, printing in registration, embossing, integrating linoleum cuts and wood cuts with text, producing and ordering photo engravings, specifying and ordering linotype and monotype composition, creative paper selection.

Prerequisites: Letterpress I, or printmaking and letterpress experience demonstrated by portfolio
hybrid studio/critique(5hrs)
departmental elective

GD303X Typography III: Designer and Content

In this junior level required course, students continue their study of typography, focusing on issues of authorship and editing, and the designer's relationship to text content. Projects are more experimental in nature, and move beyond the single project to simple systems. Additionally, the course involves a research component which prepares students for their Degree Project research the following semester.

Prerequisites: GD2X8 Typography II
hybrid studio/critique(5hrs)
departmental required

GD304X Type Design

This introductory elective course for junior and senior graphic design majors explores the drawing and spacing of collections of digital letterforms. Students will develop original typeface designs with the goal of enhancing their sensitivity to the shapes and uses of letters within print and electronic media. Particular emphasis will be placed on developing better insight into the history and classification of typefaces through the exploration of the influence that traditional and digital design tools have had as shapers of form. Projects will include designing typefaces in response to particular design challenges, the creation of expressive and decorative letterforms, and the consideration of the possibilities within on-screen dynamic typography.

Prerequisites: GD210 Typography I
critique(4hrs)
departmental elective

GD305X Publication Design

In this graphic design elective course, students will explore the process of designing publications (such as books) and periodicals (such as newsletters, magazines, newspapers), both for print and digital publication.

Prerequisites: GD2X8, GD220

critique(4hrs)

departmental elective

GD306 Digital Photography

This course will focus on encouraging students to develop a personal vision and means of photographic expression coupled with the technical skills and confidence to work in the digital media to improve the content of their individual communication through print or the web. By introducing students to the language and tools of digital photography they will understand how to create, import and transform images into digital format as well as alter them using a graphics program. Students will also explore some of the fundamental principles of photography and its uses.

Prerequisites: GD 210 or IL 205

critique(4hrs)

departmental elective

GD308X Design for Social Action

This course for juniors/seniors/graduates aims to introduce students to addressing issues related to the design of communications in the social/humanitarian arena.

Emphasizing the designer's responsibility, ethics, culpability and awareness of the messages the world really needs shared, coursework will include projects and exercises to convey messages for the betterment of the world, via political, personal expression and/or social environmental change, where design becomes responsive and an active and positive force in visual culture and therefore an integral part in the well-being of our communities local and global.

Prerequisites:

critique(4hrs)

departmental elective

GD309X Branding Design

Prerequisites:

critique(4hrs)

departmental elective

GD311X Information Architecture I

This is an introductory course covering basic concepts, methods, and procedures of information architecture with a focus on managing information complexity. This course addresses issues of information structures developed for various contexts and audiences. Subjects of study include print and interactive media, and both static and dynamic approaches to information design.

Prerequisites: GD 2X6 & GD 220

critique(4hrs)

departmental required

GD312X Poster Design

This junior/senior course continues to develop skills in creativity and graphic design focusing on the poster's utilitarian goal. The course emphasizes conceptual, visual and technical aspects of the medium, its history and impact on society emphasizing persuasive communication and education.

Prerequisites: GD 210

critique(4hrs)

departmental elective

GD313X Web Design I

Introduction to web development skills through the use of Dreamweaver and Flash. Design for the web and multimedia through the use of assignments, examples, and discussion.

Prerequisites: Knowledge of OS/Photoshop/Illustrator

critique(4hrs)

all college elective

GD314X Introduction to Environmental Graphic Design

This introduction to the design of graphics for the built environment is for Junior/Senior Graphic Design and Architecture students. Through a combination of lectures and studio-based projects, the course will introduce students to wayfinding, branded environments, and interpretive displays.

Prerequisites: GD2X8, GD220; AD223, AD227

critique(4hrs)

departmental elective

GD322 Information Architecture II

Advanced course in Information Architecture focused on exploring large and complex, user-centered systems of information with emphasis on organization, navigation and management. Subjects of study include printed and interactive media. The course content represents professional problem-solving methods in interface design.

Prerequisites: GD 311X

hybrid studio/critique(5hrs)

departmental required

GD364 Dynamic Typography

In Dynamic (pertaining to, or caused by motion) Typography (process of arranging type) students explore visual narratives in reference to time-based media. The course emphasizes conceptual, visual and technical aspects of typography in motion.

Prerequisites: GD 210

critique(4hrs)

departmental elective

GD392 GD Course Assistantship

Prerequisites:

GD398 GD Internship

Prerequisites:

GD399 GD Independent Study**Prerequisites:**

GD410X Senior Degree Project

A continuation of the research began in GD 303X, in this course students synthesize the research, document the design process, and produce a final project based on the chosen subject of their research. At the end of the course, process documentation and design projects are exhibited at a departmental showing.

Prerequisites: GD 303X
critique(4hrs)
departmental required

GD411 Graphic Design IV

Students work on complex projects, researching and developing content. Finished work is portfolio quality, and conceptual thinking, problem-solving, and formal design principles are explored in each critique. Projects allow opportunity for discussion concerning professional business practice and design ethics.

Prerequisites: GD 302X & GD 303X
critique(4hrs)
departmental required

GD414 Advertising Design

This course is an introduction to advertising and explores the kinds of problems that advertising agencies deal with on a day to day basis. The interrelationship of the art director, the client, and the consumer is emphasized with the focus on solutions to typical agency problems. When possible, informal talks with art directors and visits to Boston agencies are arranged.

Prerequisites: GD302X or IL 310
critique(4hrs)
departmental elective

GD415 Advertising Design II

This is an advanced course in advertising that builds on the skills and issues introduced in GD 414.

Prerequisites: GD 414
critique(4hrs)
departmental elective

GD420 Graphic Design Portfolio

Preparation of an entry-level portfolio demonstrating professional competence in design, concept, and craft with an emphasis on the student's particular area of interest. Students pass a review panel, produce a resume, and interview in the professional design community.

Prerequisites: GD 410 & GD 411
critique(4hrs)
departmental required

IL205 Media Techniques

An introduction to the practical application of a range of illustration materials with a focus on water-based paint media. Through demonstrations, in-class exercises and comparative assignments, students build technical skills and increase knowledge of color in applied problems.

Prerequisites: SF 186
hybrid studio/critique(5hrs)
departmental required

IL208 Digital Illustration

This course explores digital imaging using scanners, drawing tablets, digital cameras, Photoshop and Illustrator for the Macintosh. Concept-driven assignments have strong drawing components.

Prerequisites: IL 205
hybrid studio/critique(5hrs)
departmental required

IL209 Conceptual Drawing

The course stresses the process of working with dry media techniques (graphite, charcoal, pastel, colored pencil, scratchboard), basic drawing skills, and 2D principles to render concepts. Visual metaphors are explored by manipulating the contexts and relationships of objects and figures.

Prerequisites: None
critique(4hrs)
departmental elective

IL210 Technical Drawing

An introduction to the laws of linear perspective through the free-hand rendering of objects, products, interiors, exteriors, and the human figure. An intensive exploration of how three-dimensional reality is depicted on a two-dimensional surface with emphasis on establishing a solid awareness of the ground plane, the horizon, the cone of vision, and the manner in which parallels are perceived in relation to the above through the point of view.

Prerequisites:
hybrid studio/critique(5hrs)
departmental elective

IL211 Human Figure in Illustration

By drawing the human figure in a variety of situations, students explore basic anatomy. Assignments include use of figure or anatomical drawing in professional practice situations.

Prerequisites: None
hybrid studio/critique(5hrs)
departmental elective

IL220 Illustration I

An introduction to professional illustration with emphasis on drawing and painting from observation. Assignments will introduce students to a variety of illustration venues including book, editorial, and product illustration while exploring the visual methods of color and composition as precise visual tools.

Prerequisites: IL 205
hybrid studio/critique(5hrs)
departmental required

IL300 Storyboard I

Introduction to visual storytelling and its application in comics, animated movies, and the motion pictures business in general. This course introduces students to the basic rules of building storyboards.

Prerequisites: DE 224
critique(4hrs)
animation major requirement

IL302 Narrative Illustration

An exploration of the storytelling power of illustration. Emphasis is on the research and drawing skills needed to develop strong characters in sequential imagery. Students work in a variety of media, both traditional and digital. The course also examines historical and emerging trends in the business of children's books, textbooks, book covers, artists' books, and graphic novels.

Prerequisites: IL220 or permission of instructor
critique(4hrs)
all college elective

IL303 Watercolor

An exploration of watercolor as a medium for illustration. Emphasis is on value, light, and applied color theory, working toward an evocative and personal palette. Work of historical and contemporary illustrators is discussed.

Prerequisites: IL220 or permission of instructor
critique(4hrs)
departmental elective

IL303X Color for Illustrators

Color is easily the most powerful and neglected aspect of an illustrator's education. In response to this assertion, this course is conceived as a studio course for illustrators which draws upon color theory for understanding (though the steadfast focus remains on practical application, on tutoring intuition, heightening awareness, and refining skill). Through a practical exploration of theoretical/conceptual issues, students become aware of the complexity and interrelatedness of elements of color - its perceptual, emotional/psychological, technical and aesthetic aspects. Students complete a series of studio projects emphasizing the informed intuitive awareness, creative use, and practical application of color as a formal means of visual communication and expression - as a means of storytelling.

Prerequisites: IL220 or permission of instructor
critique(4hrs)
departmental elective

IL304 Advanced Drawing Projects for Illustrators

The course is a continuing deep investigation into informed drawing. Focus is on drawing as a way of understanding objects, figures, animals, and place in terms of physicality, substance, and subjective response. The practice of drawing is explored as means for research, inspiration, and expression. A series of open ended topics will be approached individually and idiosyncratically, with the goal of producing a series of rendered essays which inform, reveal, report, and narrate.

Prerequisites: DE214, DE224, DE285, IL220
critique(4hrs)
departmental required

IL305 Word & Image

Exploration of letterforms as pictures and pictures as symbols. Typography, the language of designers and art directors, is examined by studying the history and development of fonts and letterforms. Progressively challenging assignments use words and text as pictorial elements in illustrations to strengthen and reinforce concepts.

Prerequisites: IL220, IL310
critique(4hrs)
departmental required

IL308 Painting for Illustrators

This studio course explores various techniques using watercolor, gouache, acrylics, oil and mixed media in the development of advanced drawing and painting skills as they apply to illustration. The effective use of color will be a primary consideration in all assignments and exercises. Students work in class on painting and drawing skills through still life, landscape and figure studies.

Prerequisites: IL 205 and IL 220
hybrid studio/critique(5hrs)
departmental elective

IL310 Illustration II

Exploration of the various areas of professional illustration. Assignments explore book, editorial, product, and advertising illustration and emphasize working with color as a precise visual language.

Prerequisites: IL 220
critique(4hrs)
departmental required

IL313X Experimental Illustration Techniques

In this seminar class we will look at the work of contemporary artists, and figures from the past, who have expanded their visual vocabulary using unexpected materials like chocolate, lead, gunpowder, straw, pills, blood and recycled tires. We will examine how concept can initiate the exploration of unconventional media and how form can enhance and expand content. In addition to our in-class discussions, students will investigate alternative approaches to image creation in their own work via assigned problems and student driven projects.

Prerequisites: IL205 Media Techniques; Open to juniors & seniors
critique(4hrs)
departmental elective

IL314X Book Arts

Students will learn bookbinding techniques for various adhesive and non-adhesive book structures, as well as a range of spine structures: sewn, concertina, leperello, wrapped, stabbed, coptic. Methods for creating your own cover papers will be demonstrated and explored. Students will design and create an illuminated trilogy using three different book structures, and design and build a container to hold these. Illumination media may be simple relief printing, painting, drawing, collage, stenciling, or photography, and incorporated text may be self generated or borrowed prose, poetry, lyrics, or dialog. Graphic design and printmaking majors welcome. Students should be at junior or senior levels.

Prerequisites: Open to Juniors and Seniors
hybrid studio/critique(5hrs)
all college elective

IL320 Illustration III

Further emphasis on research for illustrators in solving a variety of conceptual illustration problems. The course explores editorial, educational and advertising illustration, allowing students to push the limits of their personal visual voices.

Prerequisites: IL 310
critique(4hrs)
departmental required

IL392 IL Course Assistantship**Prerequisites:**

IL398 IL Internship**Prerequisites:**

IL399 IL Independent Study**Prerequisites:**

IL400 Professional Freelance Studio

A course designed for highly motivated students interested in freelance illustration. Assignments, developed in conjunction with publishers, corporations, and small businesses, focus on illustration for publication and the experience of taking an actual commission from concept to completion.

Prerequisites: IL 320
critique(4hrs)
departmental elective

IL410 Illustration IV

This course is directed to the development of a body of images geared toward and built around the framework of a specific area(s) of the illustration marketplace of particular interest to each student.

Prerequisites: IL 320
critique(4hrs)
departmental required

IL420 Illustration Portfolio

Development of portfolio material based on the student's professional focus. Through a series of discussions with the instructor and presentations by illustrators/animators in the field, students develop professional standards and produce finished portfolio pieces.

Prerequisites: IL 410 and IL 450
critique(4hrs)
departmental required

IL450 Degree Project I

The first of two semesters involving investigation of a topic of personal interest to each student which is relevant to illustration. This course demands far-reaching scholarly research and extensive comprehensive drawings in preparation for a finished body of work.

Prerequisites: IL320
critique(4hrs)
departmental required

IL451 Degree Project II

The second of two semesters in which students continue to produce finished illustrations/animations and prepare a bound graphic summary for the degree project exhibition.

Prerequisites: IL 450
critique(4hrs)
departmental required

IL4X0 Black and White Illustration

Students will explore various dry and wet Black and White illustration media and techniques, both additive and subtractive, including some experimental printmaking. Course will include working with Brush and Ink, Pen and Ink, Gouache and Acrylic Paint, Stipple with Technical Pen, Pencil on toned paper, Block Prints, Monoprints with emphasis on the power of creating dynamic value as a means to communicate ideas. Students will complete a series of assignments designed to showcase each media's distinctive strengths.

Prerequisites: IL220
critique(4hrs)
departmental elective

TRV102 Crossing the Pond: Graphic Design, Illustration and Animation in London

The UK is recognized internationally for cutting edge and innovative communication design - Illustration, Design, Advertising, Motion Graphics and Animation. This course culminating in a two-week trip to London, will investigate all areas of graphic communication as they give shape, form and content to contemporary British culture.

Prerequisites:
travel
all college elective