COMMUNICATION DESIGN
ARTANDDESIGN.SIU.EDU/CD

Communication design uses the creative process to communicate ideas through art, image, language and technology. You will learn to develop concepts and employ visualization techniques that instruct, interpret and/or persuade.

You will learn design methodology, typography, information design, interactive design, digital graphic technology and industry standards required by the graphic design field.

Our curriculum focuses on theory, the design process and message content for print, web and interactive/multimedia design. The skills and principles you learn enable graduates to work in many different fields.

Students are also encouraged to minor in the industrial design specialization to gain a broad, holistic approach to design and problem solving.

You will have access to the real-world, client-based Design Research Studio (D.R.S.). The D.R.S. is the hub of real-world, client-based design projects for large national clients and smaller regional clients. Faculty and students have collaborated with clients on trade show booth concepts, interior graphics, a package delivery system, athletic shoe concepts and marketing, and headphone packaging and merchandising.

Students must participate in a portfolio assessment after completing 100- and 200-level courses. After the review, students are required to have a MacBook Pro and Adobe CC software to complete projects for upper-level courses.

MEET OUR FACULTY

TAO HUANG
Assistant Professor
Ph.D., Virginia Tech
thuang@siu.edu

ROBERT A. LOPEZ
Interim Director, SoAD
Associate Professor
MFA, University of Illinois, Urbana/Champaign
roblopez@siu.edu

AARON SCOTT
Associate Professor
MFA, Purdue University
ascott@siu.edu

COREY TESTER
Lecturer
BFA, Southern Illinois University, Carbondale
corey@siu.edu

JASON WONNELL
Associate Professor of Practice
MFA, Indiana University, Bloomington
jwonnell@siu.edu

PULLIAM DESIGN WING
The Pulliam Design Wing is home to our Communication Design and Industrial Design students and faculty. This space includes the Design Research Studio; classrooms; an undergraduate studio space; a large woodshop; a photo room with a cyc wall, backdrops and lighting; a design gallery; a large multipurpose room; a Mac-based computer lab equipped with Adobe software, scanners and printers; and the S.A.M. Lab.

UNDERGRADUATE STUDIO
Students in the communication design specialization have 24/7 access to the undergraduate studio space. Each student has access to their own individual workspace, a kitchenette, and multiple collaborative spaces.

S.A.M. LAB
The Subtractive and Additive Maker (S.A.M.) Laboratory gives students access to Laser Cutter, 3D Printer, 3D Scanner, Vinyl Cutter, and a variety of workshops.

CLIENT PARTNERS
Emerson Tool Company, St. Louis
School Outfitters, Cincinnati
Anova, St. Louis
Symrise Inc., Teterboro, New Jersey
Elan Polo International, St. Louis
HARMAN International, St. Louis

ALUMNI IN THE FIELD
Savannah Myers (2017), Schurman Retail Group, Goodlettsville, TN
McKenzie Dorris (2017), TPN, Chicago, Illinois
Alex Solomon (2014), JumpSIX Digital Marketing, LLC, Springfield, MO
AnnMarie Weidenbenner (2014), Fanatics, Inc., Tampa Bay, Florida
Stefanie Kuchta (2013), Optima, Washington, D.C.
Lucas Richter (2012), St. Louis Blues, St. Louis, MO
Jordan Sparrow (2009), Leo Burnett, Chicago, IL

FOR MORE INFORMATION:
Call 618/453-4313
Visit artanddesign.siu.edu

SOUTHERN ILLINOIS UNIVERSITY
CARBONDALE
SCHOOL OF ART AND DESIGN

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YEAR ONE
FALL (15 CREDITS)
- Foundation Studio A (AD100A) 3
- Intro. to Drawing I (AD110) 3
- English Composition I 3
- Core Mathematics 3
- UNIV 101U 1
- Core Human Health 2

SPRING (15 CREDITS)
- Foundation Studio B (AD100B) 3
- Intro. to Drawing II (AD120) 3
- English Composition II 3
- Intro. to Oral Communication 3
- Core Science (Physical) 3

YEAR TWO
FALL (15 CREDITS)
- Communication Drawing (AD122) 3
- Beg. Digital Art and Design (AD219) 3
- Intro. to Art History (AD207A, B or C) 3
- Core Science (Life) 3
- Core Social Science 3

SPRING (15 CREDITS)
- Typography I (AD222) 3
- Design Process and Presentation (AD249) 3
- Intro. to Art History (AD207A, B or C) 3
- Core Social Science 3
- Core Multicultural 3

YEAR THREE
FALL (15 CREDITS)
- Print Technology (AD322) 3
- Typography II (AD352) 3
- Computer Graphics (AD332) 3
- Design History & Material Culture (AD337) 3
- Art and Design Elective 3

SPRING (15 CREDITS)
- Graphic Design I (AD372A or B) 3
- Beg. Etching, Lithography, Screen Printing, or Woodcut (AD302A, B, C or D) 3
- Intro. to Visual Culture (AD101) 3
- Art and Design Elective (300-level or above) 3
- General Elective 3

YEAR FOUR
FALL (15 CREDITS)
- Graphic Design II (AD452) 3
- Graphic Design III (AD472) 3
- Art and Design Elective (300-level or above) 3
- General Electives 6

SPRING (15 CREDITS)
- Graphic Design or Moving Image Art (AD372A or B, 442, 452, or 472) 3
- Senior Thesis (AD489D) 4
- Art and Design Elective 3
- General Electives (300-level or above) 5