

COMMUNICATION DESIGN

ARTANDESIGN.SIU.EDU/CD

Communication design is the specialization within the design area at SIU that uses the creative process to communicate ideas through art, image, language and technology, regardless of media. It includes broad theoretical guidance along with instruction in process, typography, design concepts, information design, interactive design, digital graphic technology and industry standards required by the graphic design field.

Students learn to develop concepts and employ visualization techniques that instruct, interpret and/or persuade. The curriculum focuses on design process, message content and theory in print, Web and interactive/multimedia design. The skills and principles we provide will enable graduates to work in many different fields. Students are also encouraged to double major or minor in the industrial design specialization to gain a broad, holistic approach to design and problem solving.

The communication design curriculum includes access to the newly formed 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 review after completing the required 100- and 200-level courses. Upon passing the review, students are required to have both a MacBook Pro and the required Adobe software needed to complete projects for the upper-level courses.



COMMUNICATION DESIGN FACULTY



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STUDENT NEWS

STUDENT AWARDS

Alex Solomon: Geared - Build Your Bike. Raised \$37,354 on Kickstarter.
Jason Wonnell: 2012 Rickert Ziebold Trust Award Winner

CLIENT PARTNERS

HARMAN International
Elan Polo International
Baysinger Architects
Symrise Inc.

MORE RESOURCES

www.behance.net
www.aiga.org
www.core77.com
Find us on Facebook:
AIGA SIUC & Communication Design RSO

FACILITIES

PULLIAM DESIGN WING

The newly renovated 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 with room for 90 students; a large woodshop; a photo room with an infinity wall, backdrops and lighting; a design gallery; a large multipurpose room; a Mac-based computer lab equipped with Adobe software, scanners and printers; a fabrication studio equipped with 3D printers, a laser cutter and a vinyl cutter; and Wi-Fi throughout.

DESIGN RESEARCH STUDIO

This space is used as a teaching space, a design research space and a client meeting space. This studio is equipped with large-format scanning and printing capabilities, 21-inch and 24-inch Cintiq Interactive Pen Displays, Web conference capabilities and an interactive SmartBoard.

COMM DESIGN ALUMNI NEWS

RECENT HIRES

Jamie Kidd (2014), graphic designer; Spoke Marketing, St. Louis
Whitney Brockman (2013), graphic designer; Slam Agency, St. Louis
Esmeralda Garcia (2013), graphic designer; Mojo Spa, Chicago
Bryson Bristow (2013), graphic designer; The Lifeguard Store, Bloomington/Normal, Illinois
Emily Allen (2012), graphic designer; HARMAN International, St. Louis
Lucas Richter (2012), graphic designer; Tripp Co. Creative, St. Louis
Mallory Holzhauser (2015), graphic designer; Spoke Marketing, St. Louis
Matther Weidenbenner (2013), graphic designer; Disney, Lake Buena Vista, Florida
Ashley Thompson (2010), graphic designer; Denver Broncos Football Club, Denver

FOR MORE INFORMATION:
CALL: 618/453-4313
VISIT: artanddesign.siu.edu

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FOUR-YEAR COURSE PLAN FOR A BFA IN ART WITH A COMMUNICATION DESIGN EMPHASIS

YEAR ONE

FALL (15 CREDITS)

Foundation Studio A	3
Intro. to Drawing I	3
English Composition I	3
Core mathematics	3
UCOL 101	1
Core health	2

SPRING (15 CREDITS)

Foundation Studio B	3
Intro. to Drawing II	3
English Composition II	3
Communication studies	3
Core social science	3

YEAR TWO

FALL (15 CREDITS)

Intro. to Art History A, B or C	3
Communication Drawing	3
Beginning Digital Art & Design	3
Core science	3
Core social science	3

SPRING (15 CREDITS)

Intro. to Art History A, B or C	3
Typography I	3
Design Process & Presentation	3
Core multicultural	3
Core science	3



YEAR THREE

FALL (15 CREDITS)

Print Technology	3
Design History: 1400-1850	3
Typography II	3
AD elective	3
General elective	3

SPRING (15 CREDITS)

Graphic Design I	3
Design History: 1850-Present	3
Printmaking elective	3
AD electives	3
Computer Graphics	3

YEAR FOUR

FALL (15 CREDITS)

Graphic Design II	3
Graphic Design III	3
AD electives	3
General electives	6

SPRING (15 CREDITS)

Senior thesis	4
Graphic Design I, II or III	3
AD electives	3
General electives	5



For complete course titles and descriptions, please visit:
registrar.siu.edu/pdf/ugradcatalog1415.pdf