

HIGH POINT UNIVERSITY.

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S T U D I O   **A** R T

D E S I G N   S T U D I E S

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G R   **A** P H I C

D E S I G N

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C E R   **A** M I C S

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M U S E U M   S T U D I E S

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D R   **A** W I N G

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P H O T O G R   **A** P H Y

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P A I N T I N G

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S C U L P T U R E

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**A** R T   H I S T O R Y

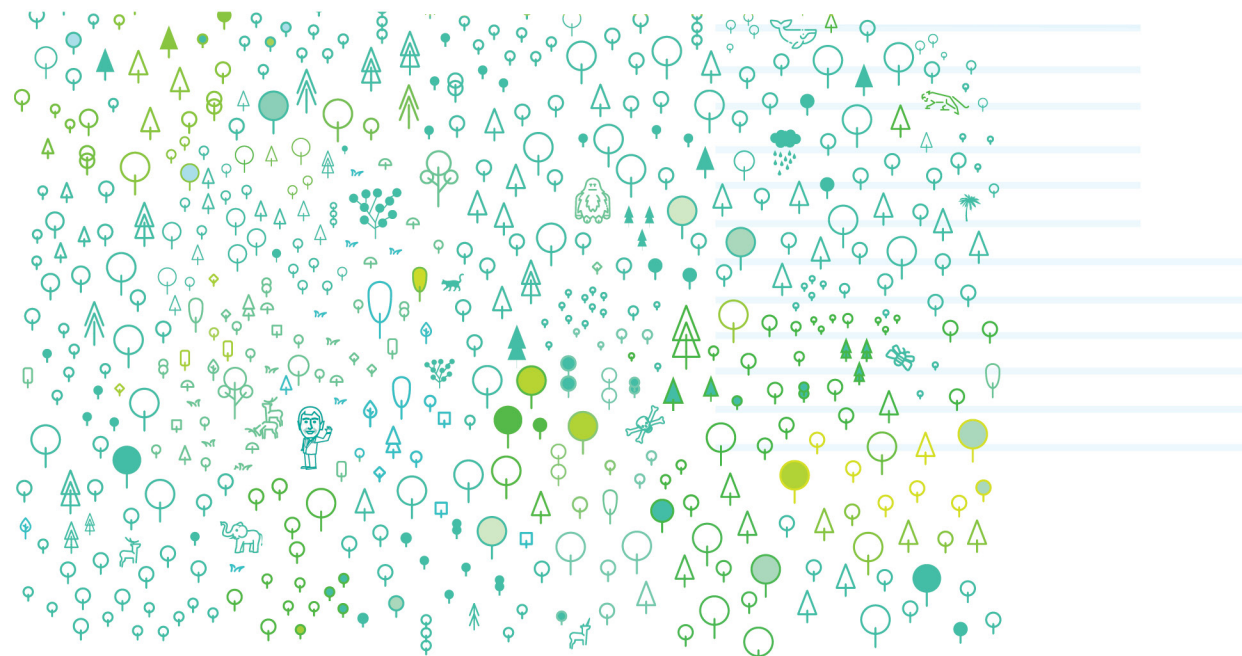
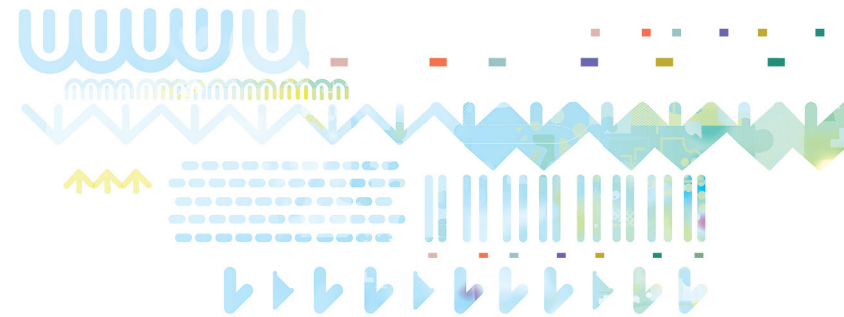
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**DEPARTMENT**

*of ART &*

**GRAPHIC**

**DESIGN**





DEPARTMENT of ART & GRAPHIC DESIGN | HIGH POINT UNIVERSITY



**STUDIO ART**  
**DESIGN STUDIES**  
**GRAPHIC DESIGN**  
**CERAMICS**  
**MUSEUM STUDIES**  
**DRAWING**  
**PHOTOGRAPHY**  
**PAINTING**  
**SCULPTURE**  
**ART HISTORY**  
**STUDIO ART +**  
**EDUCATION STUDIES**

The Department of Art and Graphic Design is pleased to announce that High Point University is an accredited institutional member of the National Association of Schools of Art & Design.

NASAD is the only accrediting body to approve all art and design-based curricula and "is composed of schools and individuals representing the highest traditions and aims in the education of the artist and designer. These members have proven, by the fact of their membership and activity in the organization, their deep interest in fostering high standards for art and design education" High Point University recognized the

significance of this accreditation as many agree that our global community is embracing the unique problem-solving skills that have been the hallmark of the creative process, making a degree in art and design far more valuable than ever before. At the School of Art and Design we provide a stimulating and inclusive environment that encourages the exchange of ideas and the intellectual and creative development of both students and faculty.

### Mission Statement:

The mission of High Point University's School of Art and Design is to: Create a stimulating and inclusive environment that encourages the exchange of ideas and the intellectual and creative development of faculty and students;

Prepare globally aware students for continued growth in a diverse range of fields by instilling professional values and fostering the ability to engage in critical inquiry through a variety of creative methods; Cultivate an appreciation for artistic expression, understanding of visual literacy, and awareness of design in the university and surrounding communities.

### Core Values:

The School of Art and Design values the role of the artist and designer as an individual who can facilitate social/cultural change at a local and global level. We value the creative thought and expression of all people, intellectual curiosity and the drive to independently pursue a question, thought or idea with passion and vigor. Our community values collaborative

working environments that inspire interdisciplinary exploration. We value the centrality of experiential learning as a crucial component of the educational process.

### Our Results:

Our student's have won national awards for their art and design work. They have had experiences working in professional internships around the country, and are hired in positions across the United States.

### Unique Opportunities:

Students have access to a new Creative Innovation Lab where we have abilities to utilize professional art and design equipment like our CNC router and other professional tools. We have a new state-of-the-art sculpture and ceramics studio

Faculty focus on a one-on-one approach to develop each student's artistic and expressive abilities. Students are connected to an observation-based approach with an exposure to a wide variety of artistic mediums, ranging from sculpture, painting, ceramics and digital art to digital and darkroom photography.

Our program is committed to developing conceptual skills and technical know-how through creative and critical analysis of practical, historical and theoretical knowledge crucial to the understanding of art.

### FOR INFORMATION CONTACT:

**SCOTT RAYNOR**  
 CHAIR & ASSOCIATE PROFESSOR  
 Department of Art & Graphic Design  
 E: [sraynor@highpoint.edu](mailto:sraynor@highpoint.edu)  
 T: +1 (336) 841-4671

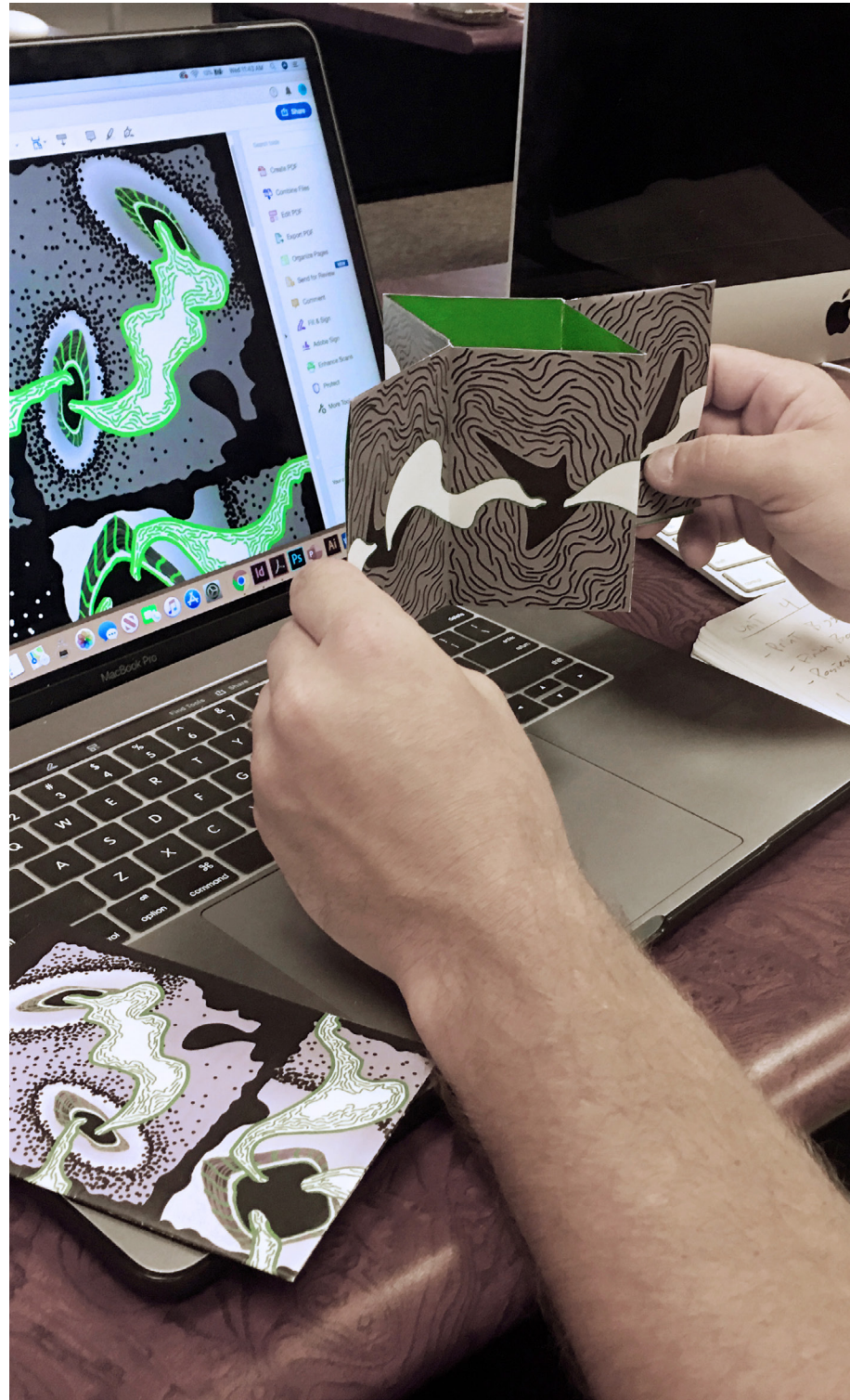


**GRA-  
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DEPART  
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of ART &  
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DESIGN.

EXPLORING GRAPHIC DESIGN PROCESSES / MATERIALS,  
& METHODS / ANALOG & DIGITAL / **DECONSTRUCTING**  
*TYPOGRAPHY, LETTERFORMS, Lettering.* TYPOGRAPHIC  
SPACES & LAYOUT DESIGN / DESIGN THINKING / / / / /  
**RESEARCH** / **ILLUSTRATED SPACES**, / / / / / / / / / / /  
**MEDIA**, & CULTURE / *Tactile* GRAPHICS [ **PRINTED**  
SURFACE *for* **BOOKS** & LIMITED EDITION { **KINETIC**  
**ENVIRONMENTS** / MOVING IMAGE, PACKAGE DESIGN,  
**LOGO DESIGN** / *IDENTITY* / WEB ENVIRONMENTS /  
*WEBSITE DESIGN* / APP DESIGN / INTERACTIVE **MOTION**  
/ **GRAPHIC DESIGN THROUGH HISTORY**: *from CAVES to the*  
COMPUTER / WORKING *with* CLIENTS & COLLABORATION

The BA, Graphic Design Studies degree, is accredited by the National Association of Schools of Art & Design (NASAD). This degree prepares students as innovative professionals competing in a wide range of design-oriented fields. Graduates acquire industry-standard proficiencies, including creative & critical thinking, design literacy, collaboration, communication, and social responsibility. Synthesizing processes and techniques, students create strong portfolios to include literal, expressive, and experimental imagery. Through contemporary design processes, students are exposed to a variety of design problems including print design, typography, layout design, logo & identity design, brand design, illustrated spaces, type in motion, web experience, app design and working with clients. Proficiency in Adobe Creative Cloud is acquired through our fully equipped with an industry-standard Apple Macintosh computer environment. Students have access to Xerox Phaser laser full-color printers, Epson Scanners, 44" wide Epson large scale archival printer, 3D Printers, Laser cutters, Creative Innovation Lab, and other tools for digital design.



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DEPARTMENT  
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**AIGA**

AMERICAN INSTITUTE of GRAPHIC ARTS  
Student Group: [www.instagram.com/aigahpu/](http://www.instagram.com/aigahpu/)  
GRAPHIC DESIGN STUDENT GROUP

**FACEBOOK**

THE SCHOOL OF ART & DESIGN:  
[www.facebook.com/HPUArt/](http://www.facebook.com/HPUArt/)

**INSTAGRAM**

THE SCHOOL OF ART & DESIGN:  
[www.instagram.com/hpuartdesign/](http://www.instagram.com/hpuartdesign/)

**GRAPHIC DESIGN COLLECTIVE**

INSTAGRAM:  
[www.instagram.com/graphic.design\\_collective/](http://www.instagram.com/graphic.design_collective/)



See student work through  
the GRAPHIC DESIGN  
COLLECTIVE on INSTAGRAM.

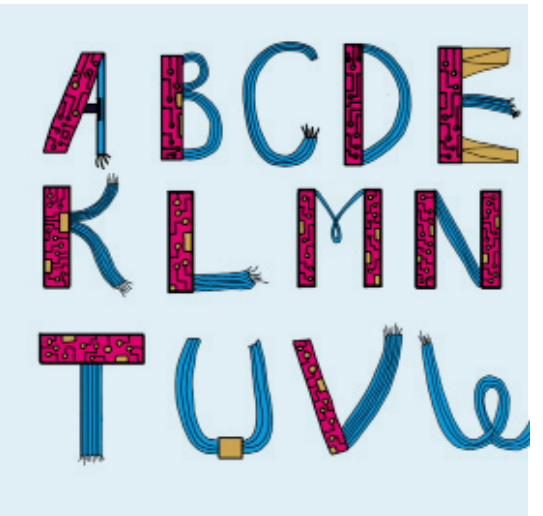
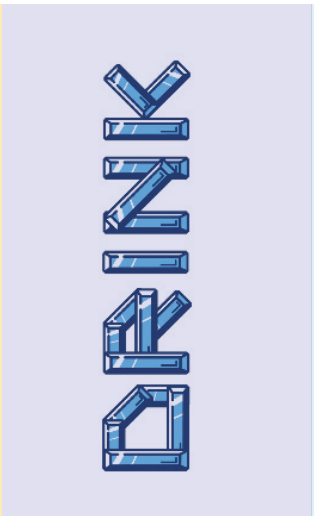
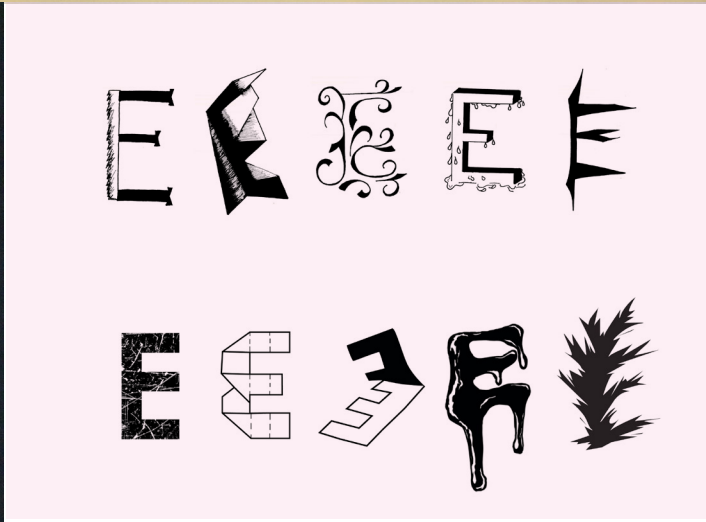
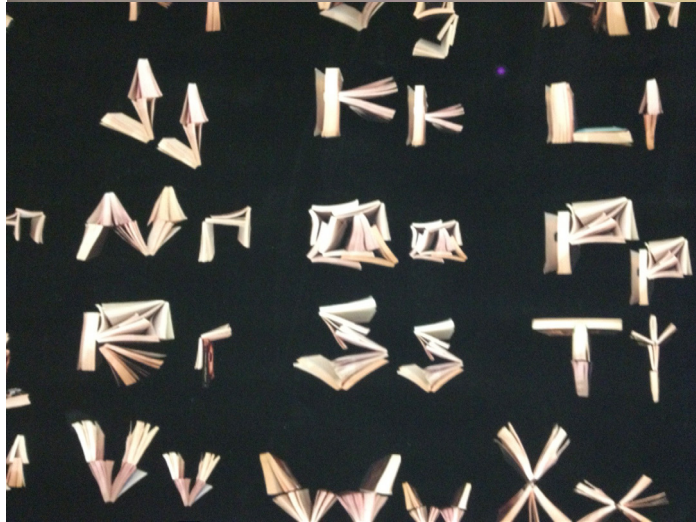
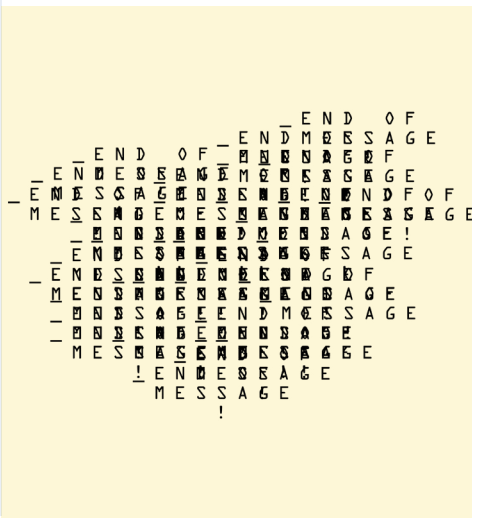
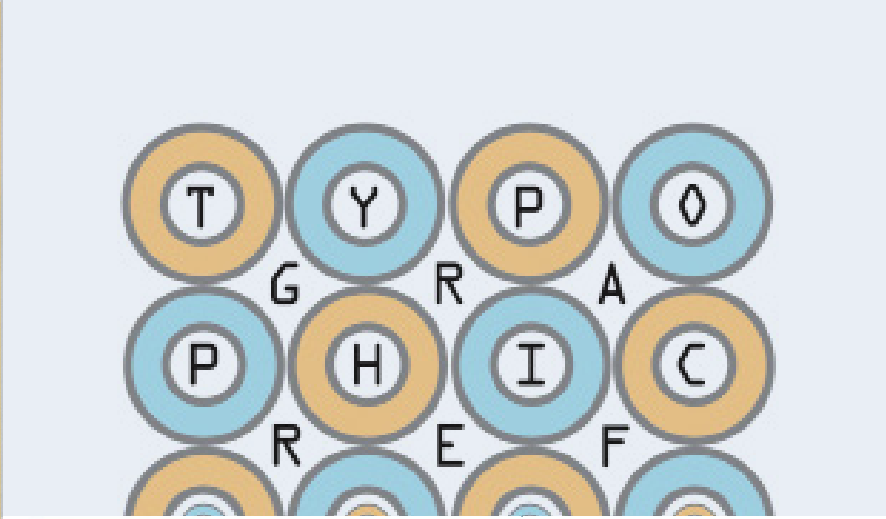
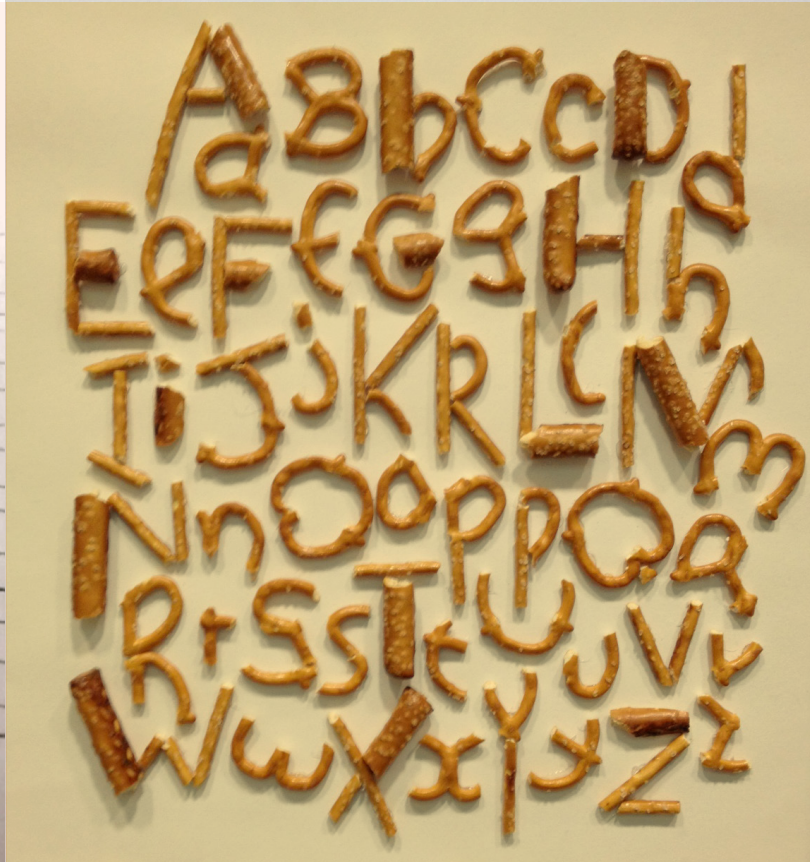
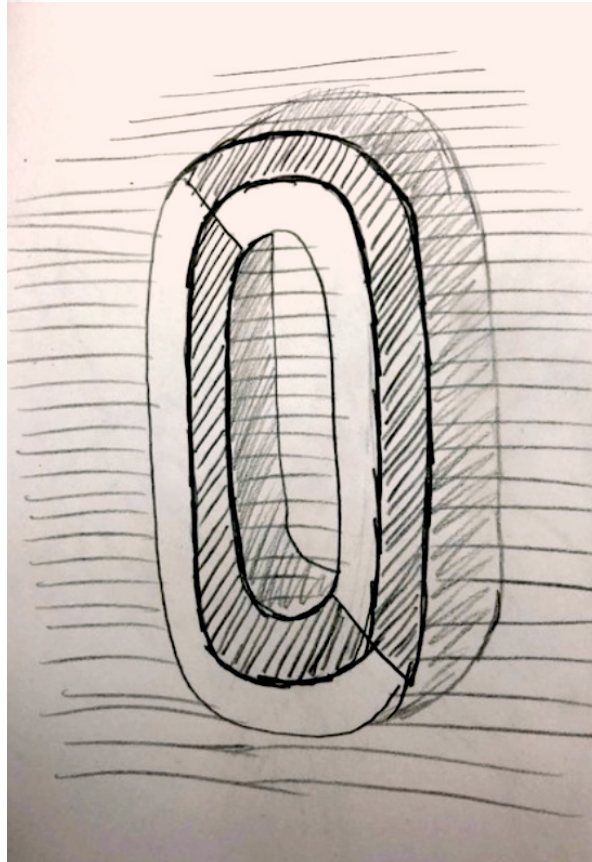
[www.instagram.com/graphic.design\\_collective/](http://www.instagram.com/graphic.design_collective/)

GRA-  
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DEPARTMENT  
of ART &  
GRAPHIC  
DESIGN





**STUDENT.** VARIOUS STUDENTS.

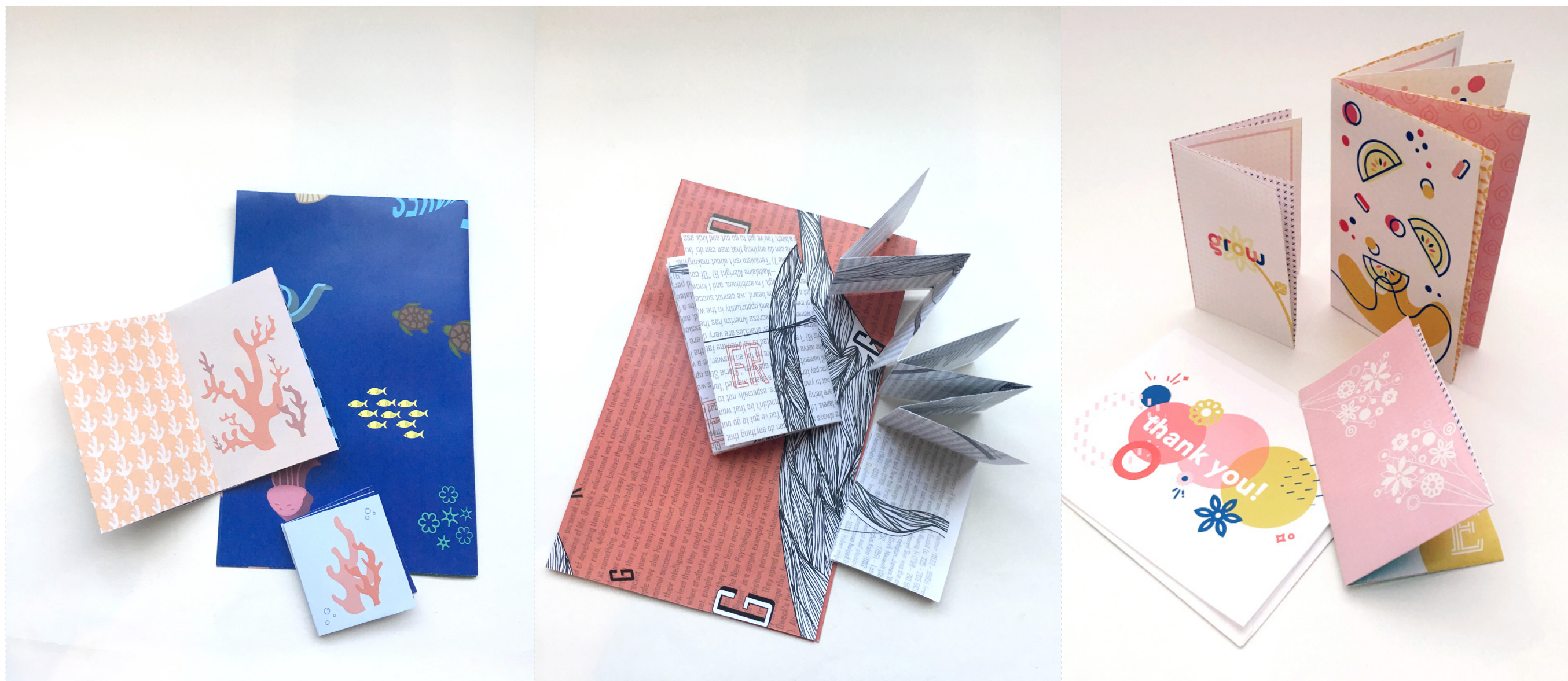
**TITLE.** TYPOGRAPHIC EXPERIMENTS & PROCESS WORK

**OBJECTIVES.** This is a selection of work from different graphic design projects that focus around exploration, ideation, process, and experimentation. For example, students draw typeforms from scratch, create typography out of exploratory objects to identify the formal connection. A vision emerges as type as a form rather than purely practical communication. This exploration helps students build abstract thinking and creativity.

**DEPARTMENT.** DEPARTMENT OF ART & GRAPHIC DESIGN

**CLASS/AREA.** GRAPHIC DESIGN

**PROFESSORS.** \_\_\_\_\_, \_\_\_\_\_, & CARRIE A. DYER



STUDENT. **NICOLE DESIMONE.**  
**HANNAH LEE.**  
**SAM BLOOM.**

CLASS. DIGITAL ART & DESIGN.

ASSIGNMENT. Zine Pack

PROFESSOR. CARRIE A. DYER

>>> DEPARTMENT of ART & GRAPHIC DESIGN



STUDENT. **GREG ALLEN.**

CLASS. DIGITAL ART & DESIGN.

ASSIGNMENT. Zine Pack

PROFESSOR. CARRIE A. DYER

>>> DEPARTMENT of ART & GRAPHIC DESIGN



STUDENT. **NICOLE DESIMONE.**

CLASS. DIGITAL ART & DESIGN.

ASSIGNMENT. *Inside Outside: Expressive Pattern Making  
& Package Design*

PROFESSOR. CARRIE A. DYER

>>> DEPARTMENT of ART & GRAPHIC DESIGN



STUDENT. **JENNA LINDER.**

CLASS. GRAPHIC DESIGN STUDIO II.

ASSIGNMENT. Soap Package & Identity

PROFESSOR. CARRIE A. DYER

>>>. DEPARTMENT of ART & GRAPHIC DESIGN



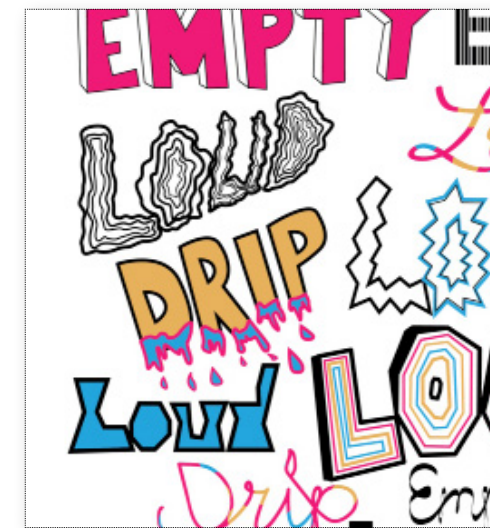
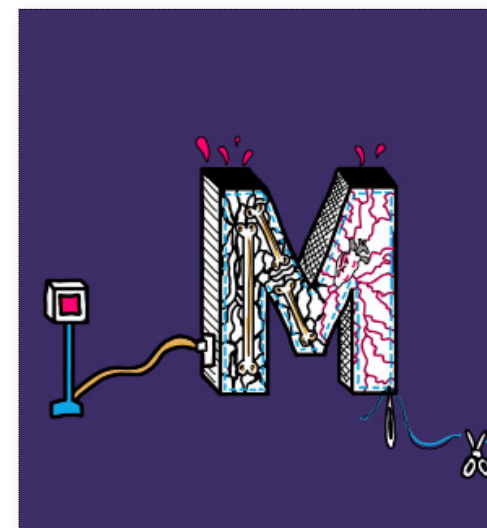
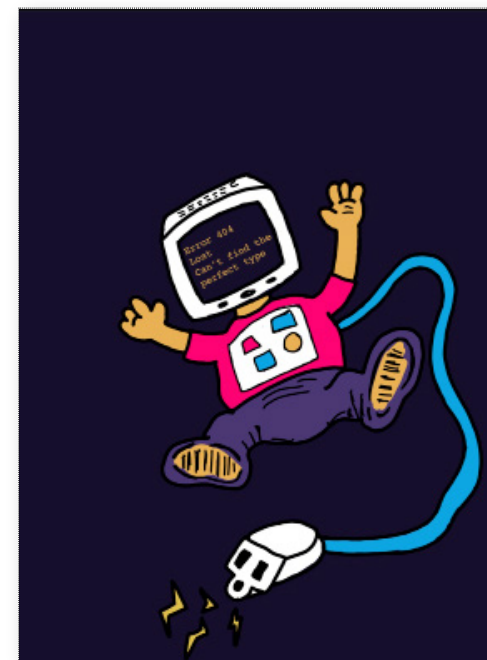
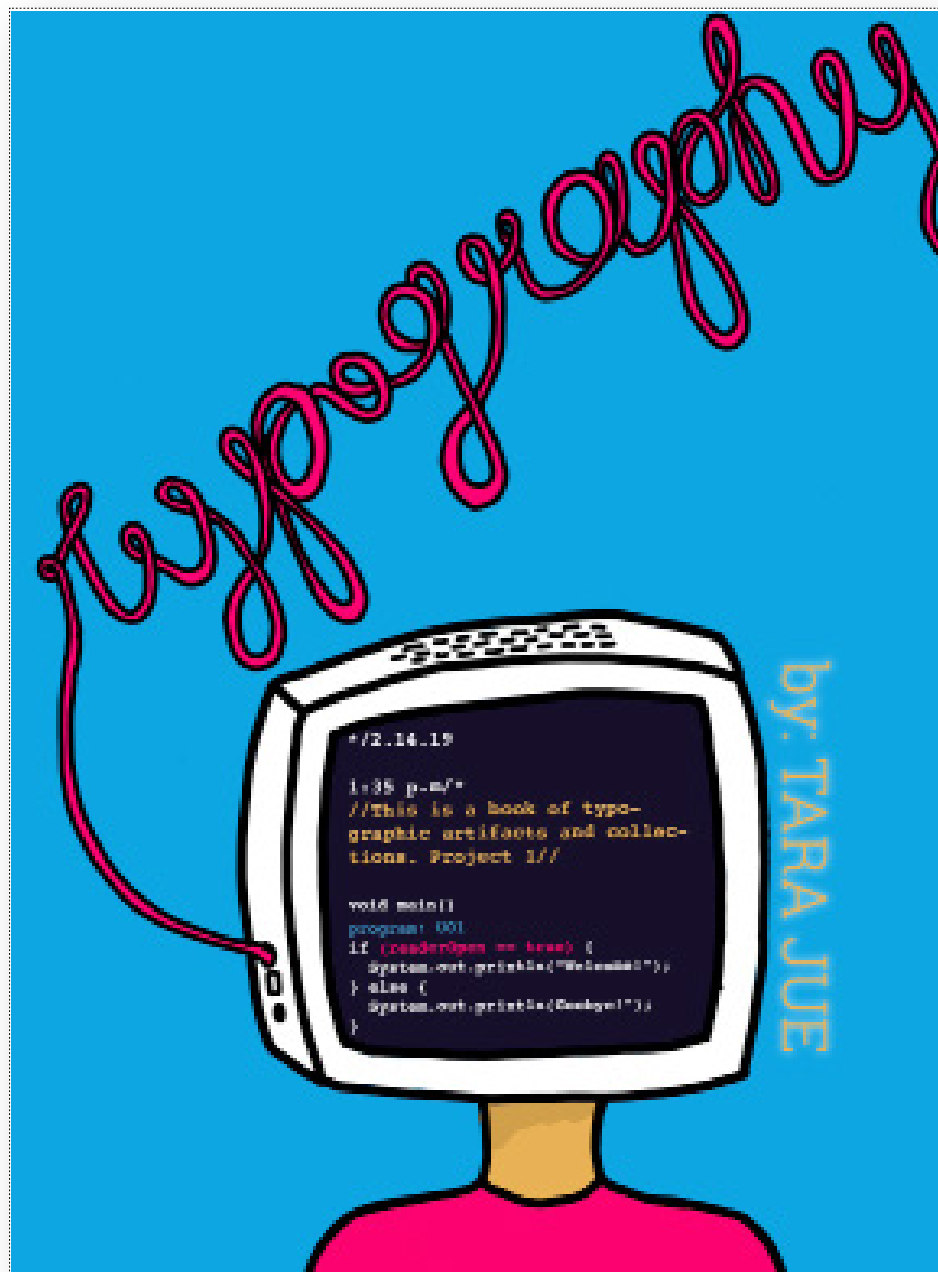
*STUDENT.* **TARA JUE.**

*CLASS.* TYPOGRAPHY 01.

*ASSIGNMENT.* Typographic Reference Book:  
original Typeface & Illustrations.

*PROFESSOR.* CARRIE A. DYER

*>>>.* DEPARTMENT of ART & GRAPHIC DESIGN



STUDENT. **TARA JUE.**

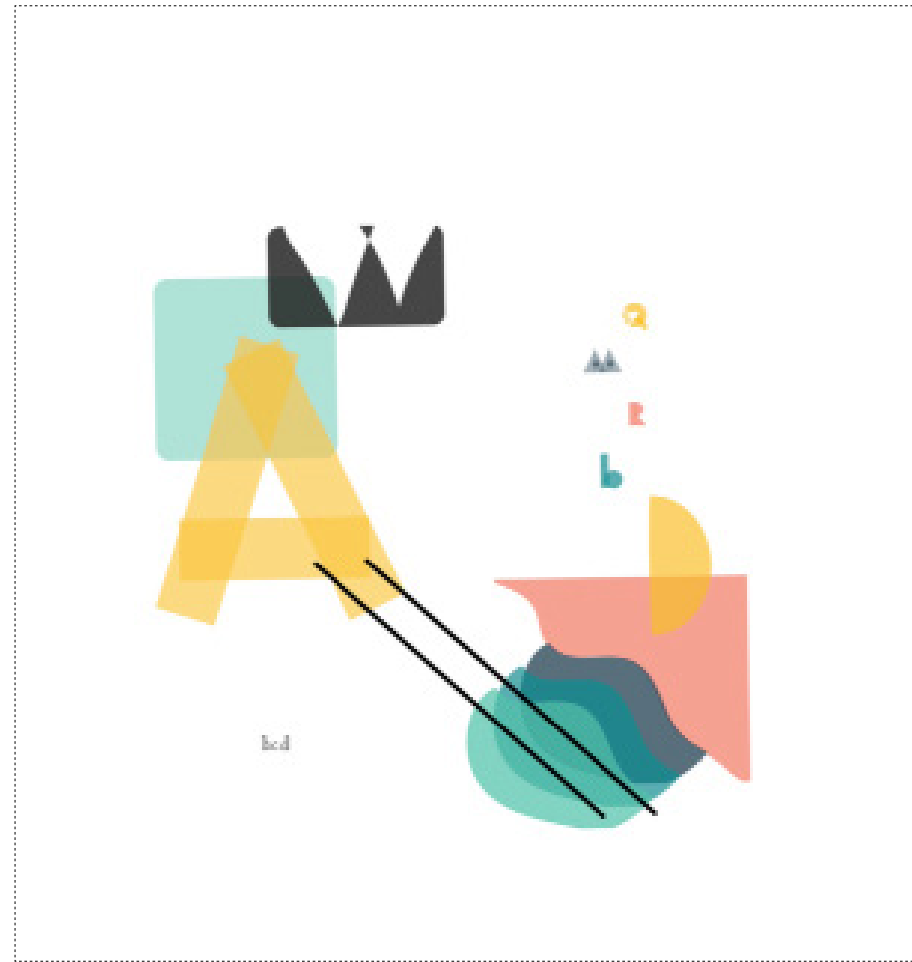
CLASS. TYPOGRAPHY 01.

ASSIGNMENT. Typographic Reference Book

PROFESSOR. CARRIE A. DYER

>>>. DEPARTMENT of ART & GRAPHIC DESIGN

TYPEFACE



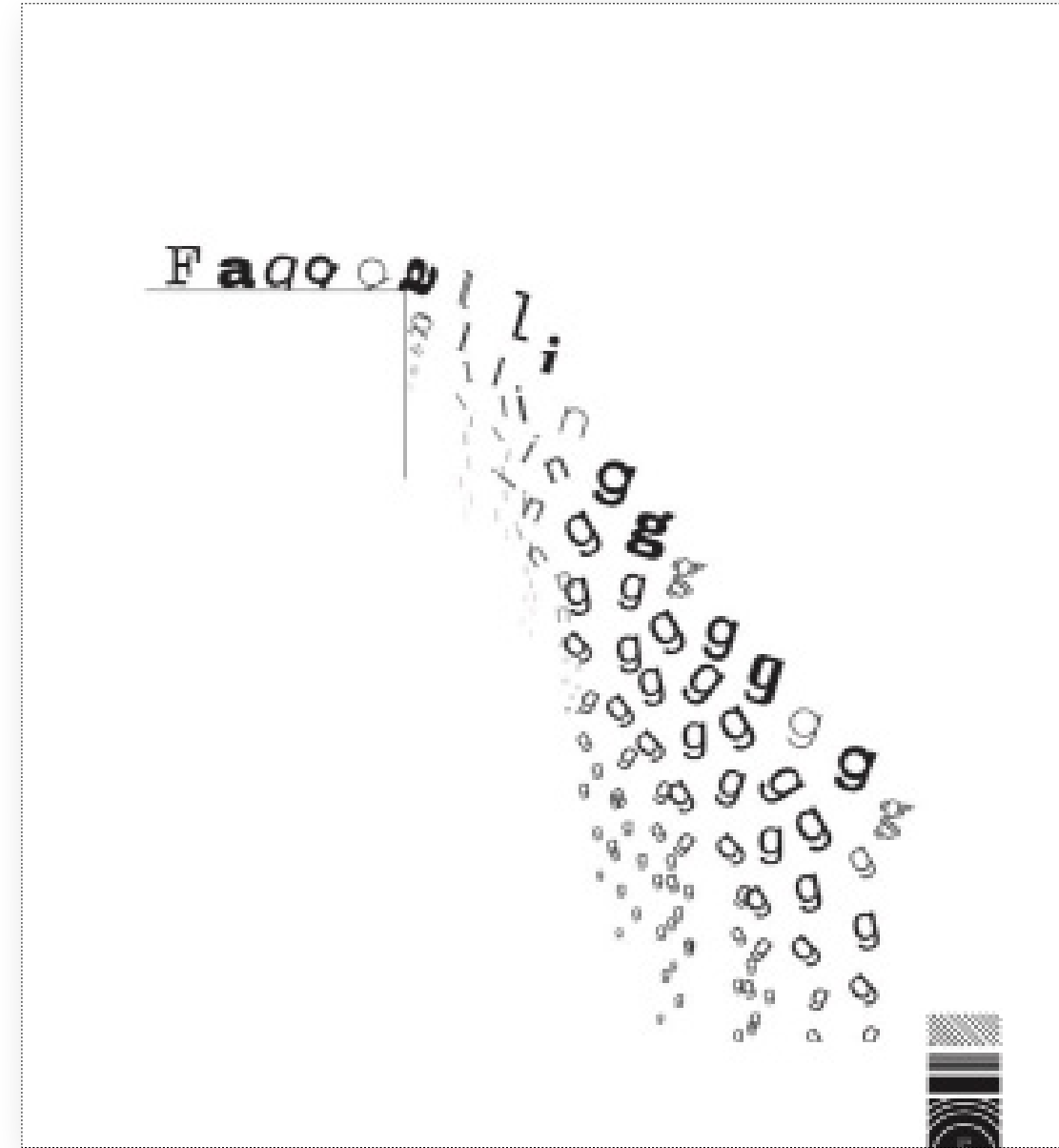
*STUDENT.* **GABI BRYCE.**

*CLASS.* TYPOGRAPHY 01.

*ASSIGNMENT.* Typographic Reference Book:  
Typeface & Typographic Illustrations.

*PROFESSOR.* CARRIE A. DYER

>>> DEPARTMENT of ART & GRAPHIC DESIGN



STUDENT. **TARA JUE**

CLASS. TYPOGRAPHY 01.

ASSIGNMENT. Typographic Reference Book: Word Project,  
Illustrating the meaning of the word using typeforms.

PROFESSOR. CARRIE A. DYER

>>>. DEPARTMENT of ART & GRAPHIC DESIGN

Typographic  
Anatomy

The quick brown fox  
jumped over the lazy  
dog

38

A e W G  
S & N O  
L n A V

Typographic  
Anatomy

The quick brown fo

STUDENT. BRANDON SAYRE.

CLASS. TYPOGRAPHY 01.

ASSIGNMENT. Typographic Reference Book:  
Typographic Anatomy.

PROFESSOR. CARRIE A. DYER

>>>. DEPARTMENT of ART & GRAPHIC DESIGN

DRINK

DRINK CHROME  
Drink CHROME  
BRINK CHROME

STUDENT. **BRANDON SAYRE.**  
CLASS. TYPOGRAPHY 01.  
ASSIGNMENT. Typographic Reference Book:  
original vector illustrated words.  
PROFESSOR. CARRIE A. DYER  
>>> DEPARTMENT of ART & GRAPHIC DESIGN

Like  
WILD FLOWERS; you must  
allow yourself to GROW  
IN all the PLACES  
People thought you  
NEVER Would



STUDENT. **PAIGE STORRIER.**  
CLASS. TYPOGRAPHY 01.  
ASSIGNMENT. Typographic Reference Book:  
Analog Illustrated Phrase.  
PROFESSOR. CARRIE A. DYER  
>>> DEPARTMENT of ART & GRAPHIC DESIGN



1



6



3

**MELO DRAMA**  
EMOTIONALLY CHARGED SOAP



4

EMOTIONALLY CHARGED SOAP

**MELO DRAMA**

2



5



3

## STUDENT WORK

**STUDENT.** PAXTON TAYLOR

**TITLE.** MELODRAMA SOAP COMPANY

**OBJECTIVES / ASSIGNMENT.** During this project students develop graphic artifacts focused around the naming, logo design, pattern design, letterhead, business card, and package design of a boutique soap company. Using the graphic design process students consider brand design, identity, visual communication, typographic pairing & hierarchy, color psychology, and strategy for this collection of designed objects.

**DEPARTMENT.** DEPARTMENT OF ART & GRAPHIC DESIGN

**CLASS/AREA.** GRAPHIC DESIGN / LOGO DESIGN / PACKAGING

**PROFESSOR.** CARRIE A. DYER



**STUDENT.** MOLLY LIVINGSTON, HANNAH DEBORD,  
GRETCHEN SOUSA, JACK BOWMAN.

**TITLE.** SERENDIPITY, THE DIRT TEA SOAP, BOOZE BARS, ETOILE

**OBJECTIVES.** NAMING, LOGO DESIGN(2), PACKAGING(3),  
BUSINESS CARD(4), PATTERN DESIGN(5) & IDENTITY FOR A  
BOUTIQUE SOAP COMPANY

**DEPARTMENT.** DEPARTMENT OF ART & GRAPHIC DESIGN

**CLASS/AREA.** GRAPHIC DESIGN

**PROFESSOR.** CARRIE A. DYER



## SUCCUS

SUCCUS makes planting succulents fun. This app provides a check list of supplies and steps to begin your succulent collection! Succulent comes from the Latin work succus, meaning juice or sap.



### COLOR PALETTE



## STUDENT WORK

**STUDENT.** HANNAH DEBORD

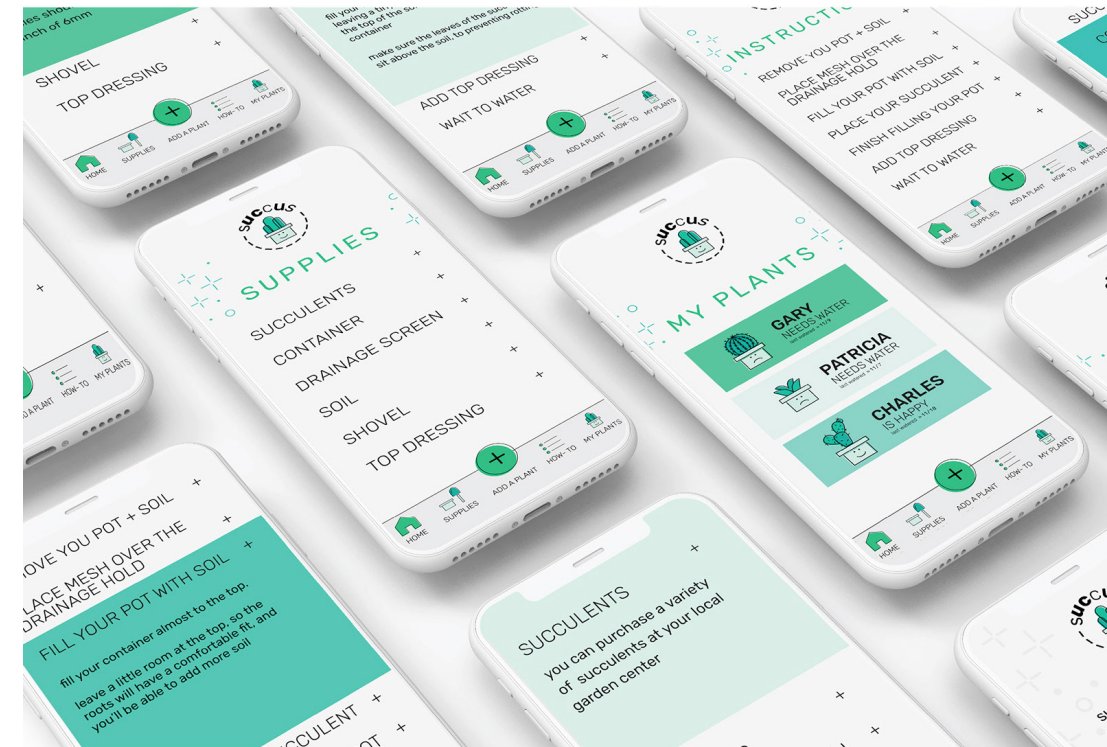
**TITLE.** SUCCUS

**OBJECTIVES / ASSIGNMENT.** In this assignment, students explore the systems of App Design by investigating interface design, digital frameworks, user experience and human interaction in digital platforms including UI (user interface) and UX (user experience) design. Students create logos, icons, and the underlying framework for an app design, and prototype these elements as a functioning system.

**DEPARTMENT.** DEPARTMENT OF ART & GRAPHIC DESIGN

**CLASS/AREA.** GRAPHIC DESIGN / APP DESIGN

**PROFESSOR.** JANIS DOUGHERTY






## BEHIND THE LOGOTYPE

# THRiFTER

GRAFFIARE – OPEN DYSLEXIA – SILK REMINGTON – ZILLA SLAB  
GRAFFIARE – BLACK RABBIT – BLACK RABBIT – SILK REMINGTON

## COLORS

			
#485CA9	#3E447E	#2C3284	#081322
C 81 M 71 Y 00 K 00	C 88 M 83 Y 22 K 08	C 100 M 97 Y 10 K 03	C 88 M 75 Y 54 K 75



## STUDENT WORK

**STUDENT.** HANNAH DEBORD

**TITLE.** THRIFTER

**OBJECTIVES / ASSIGNMENT.** In this assignment, students work with graphic systems and make original design artifacts as a holistic process. Students develop a magazine concept, typography, logo design & identity design, and layout out these artifacts in a magazine layout design.

**DEPARTMENT.** DEPARTMENT OF ART & GRAPHIC DESIGN

**CLASS/AREA.** GRAPHIC DESIGN / TYPOGRAPHY / LAYOUT / LOGO

**PROFESSOR.** JANIS DOUGHERTY

HE will COVER  
WITH HIS  
FAITHFULNESS  
will be yours

WELCOME

FIRST BAPTIST CHURCH  
HIGH POINT

Call Us  
881 6486

HIGH POINT  
1859

HIGH POINT  
NC

GO! GO!  
Take me out  
ROCKERS

HPU  
EXTRAORDINARY

HIGH POINT  
1859

HIGH POINT  
NC

GO! GO!  
Take me out  
ROCKERS

LOVE



Are

WELCOME


LET'S GO  
ROCKERS!

COVER  
THE CITY



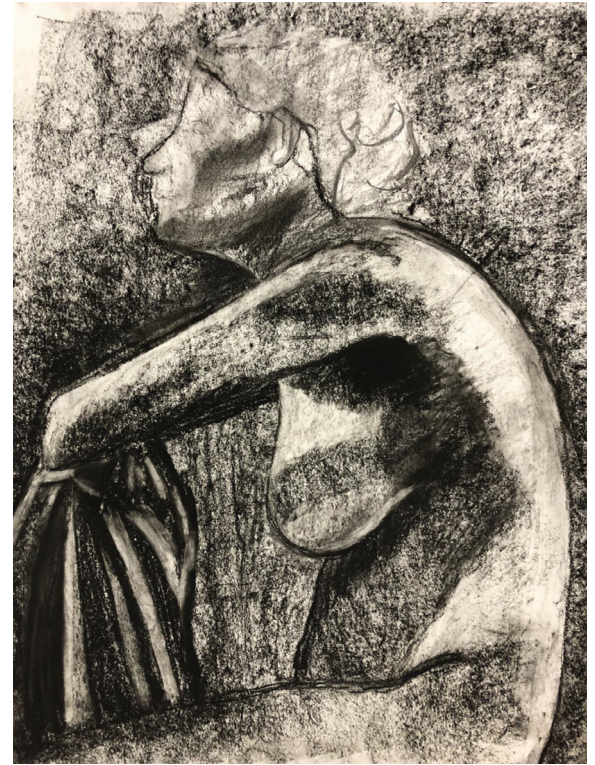
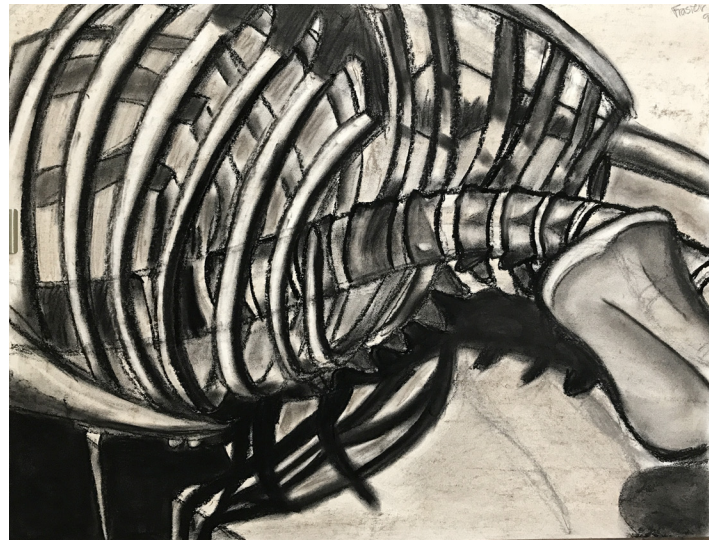


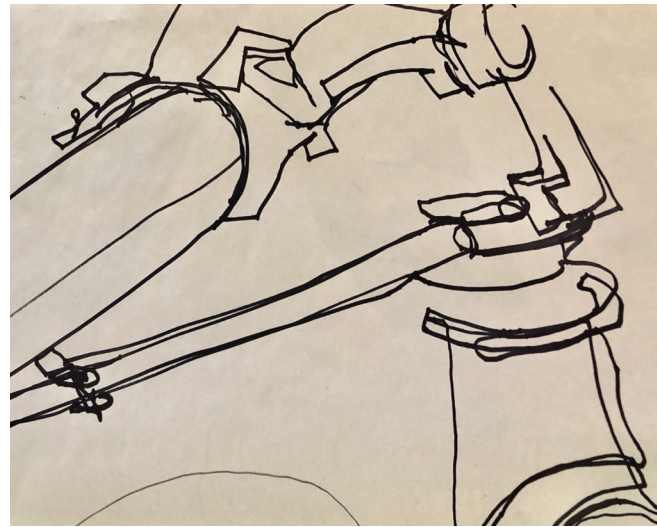
**STUDENT.** VARIOUS STUDENTS.  
**TITLE.** LOGO DESIGN  
**OBJECTIVES.** NAMING. LOGO DESIGN, & VARIATIONS  
**DEPARTMENT.** DEPARTMENT OF ART & GRAPHIC DESIGN  
**CLASS/AREA.** GRAPHIC DESIGN  
**PROFESSOR.** CARRIE A. DYER & JANIS DOUGHERTY

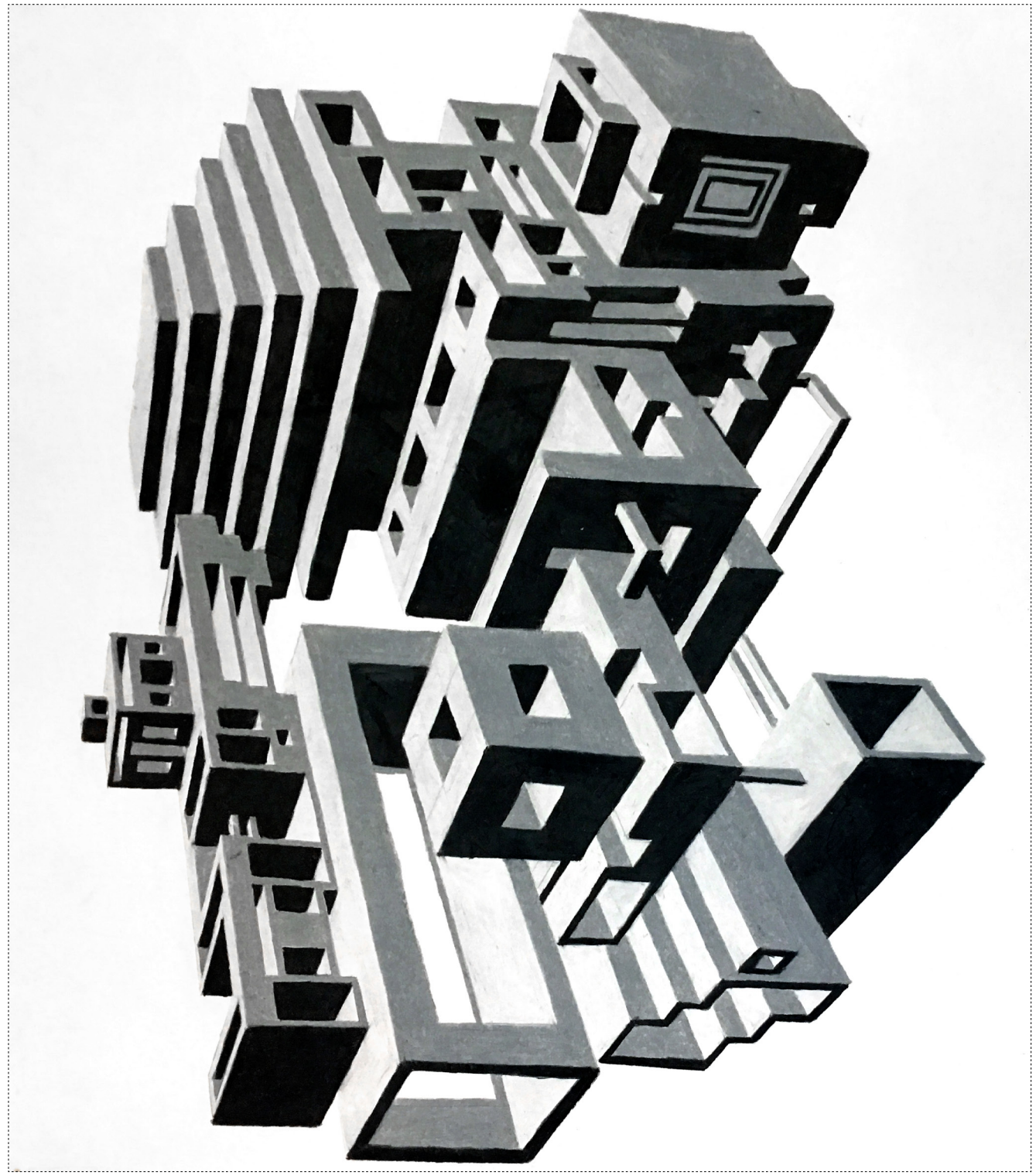
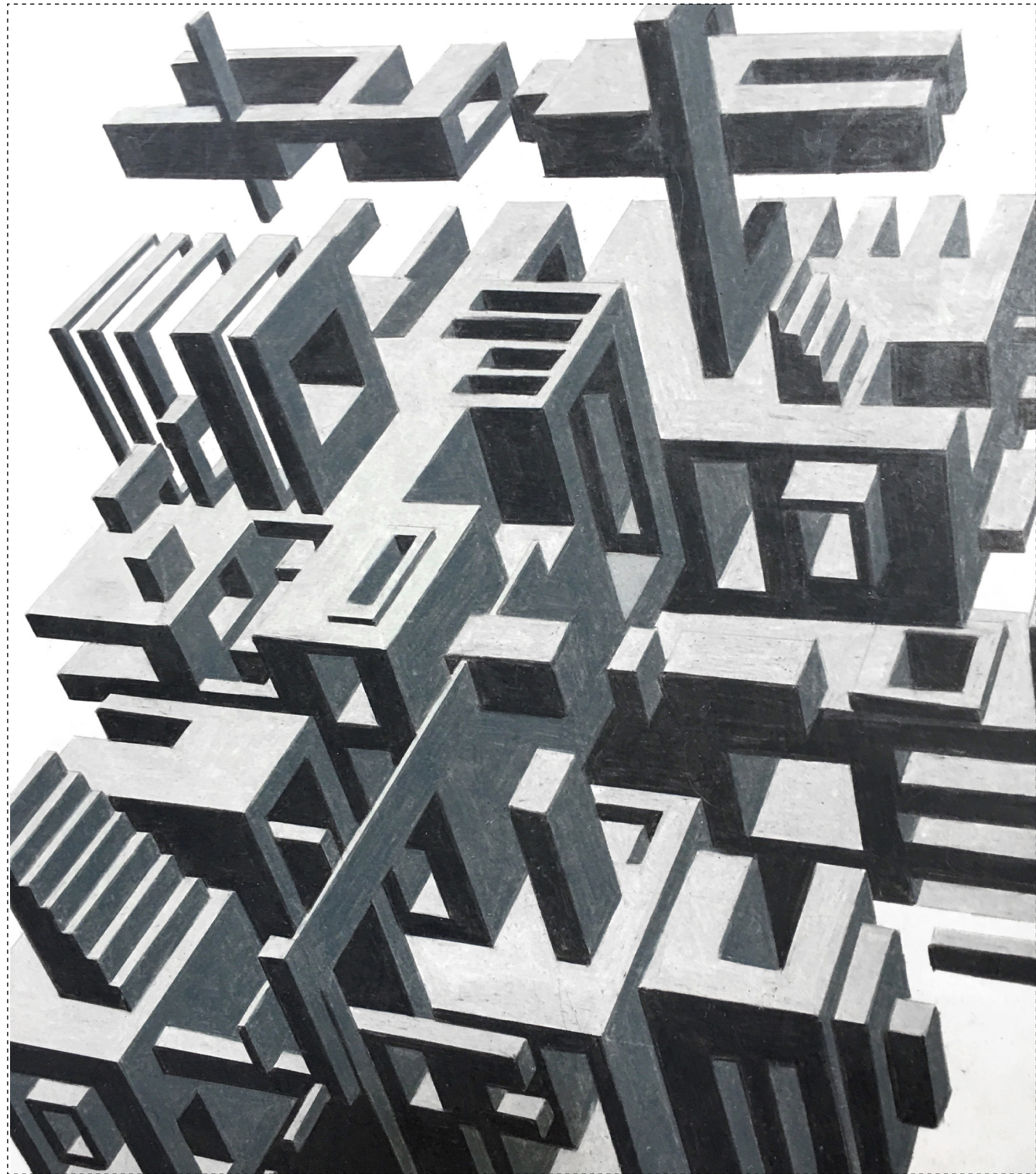


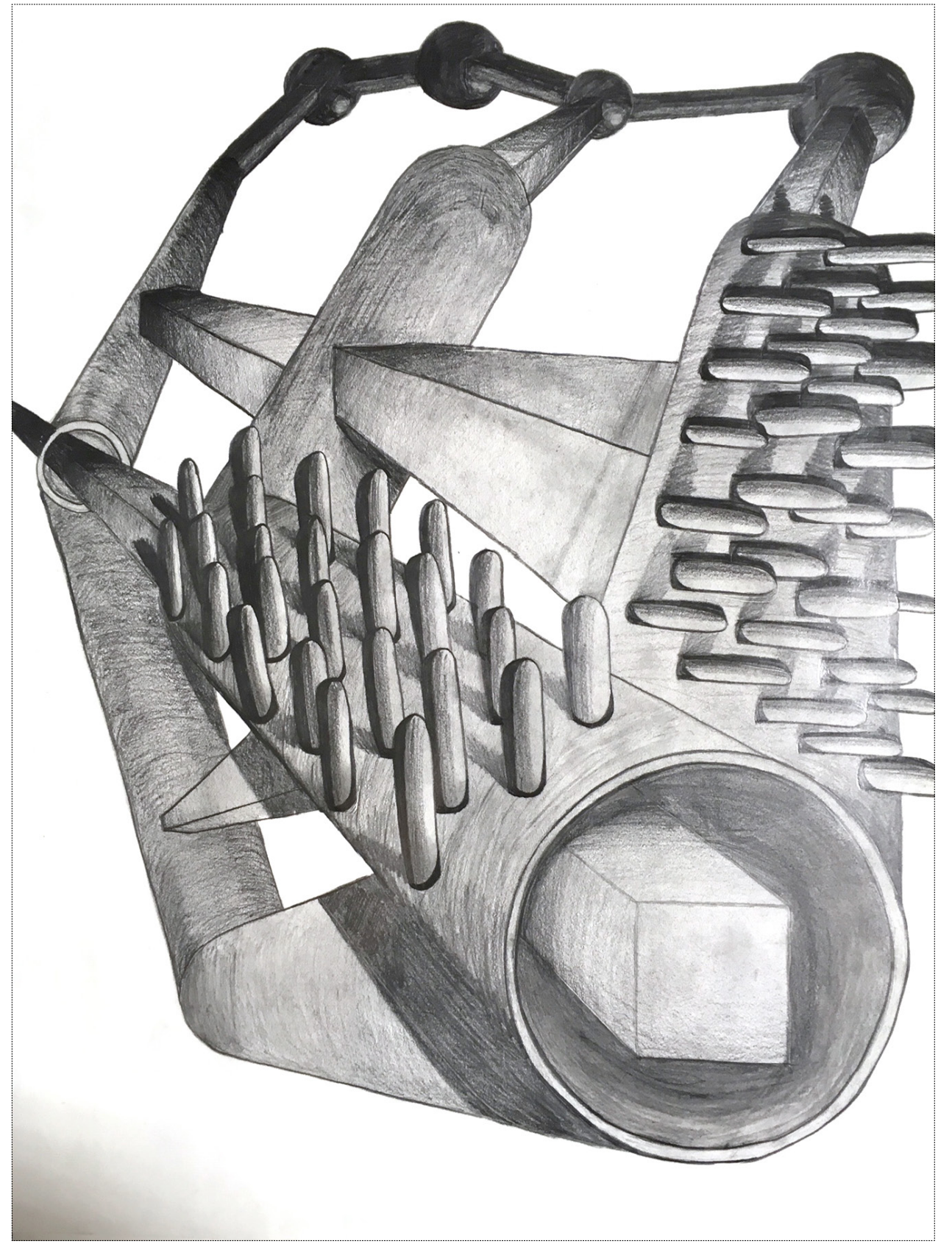
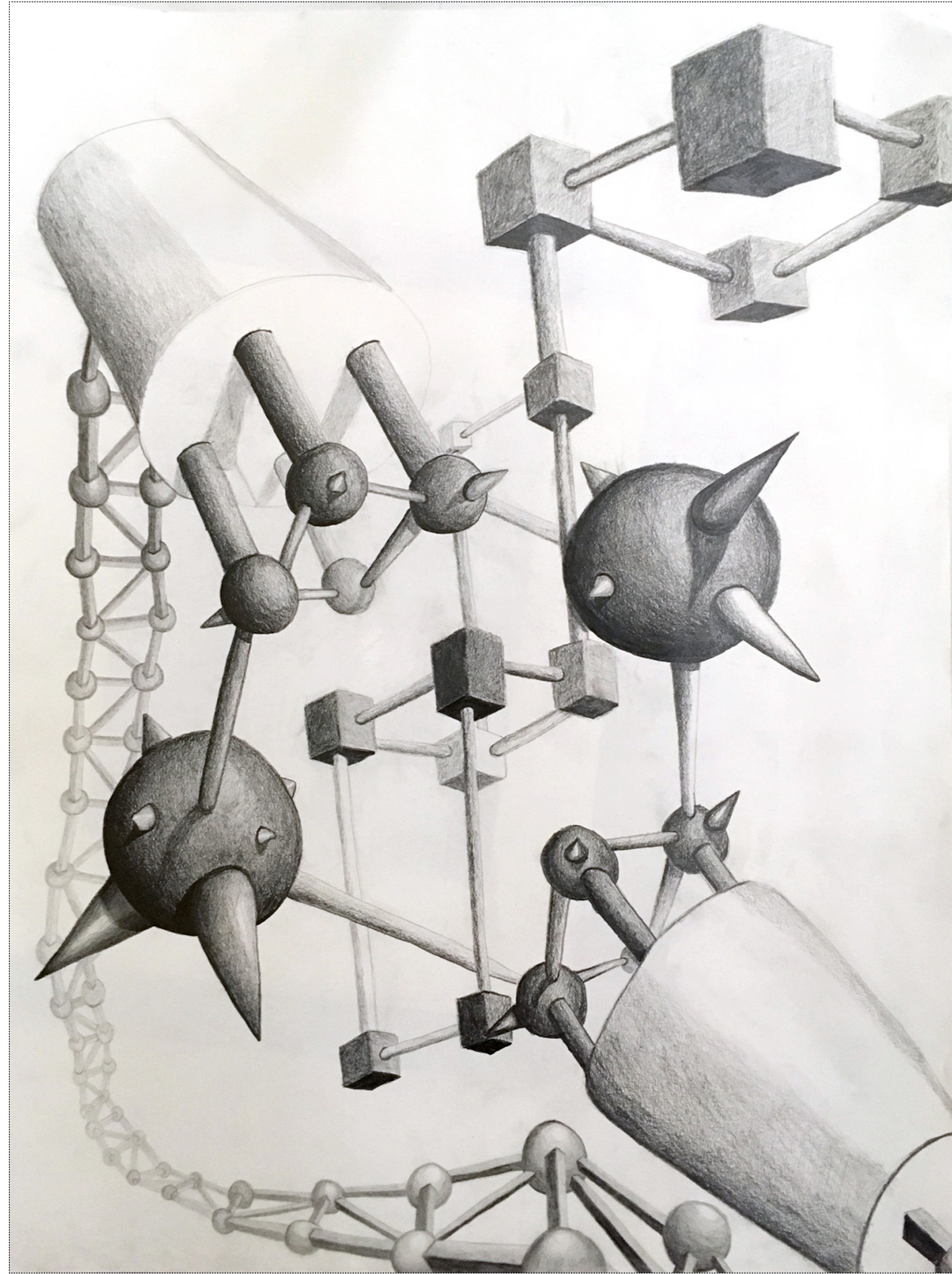
**STU-**  
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**ART..**

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DESIGN.

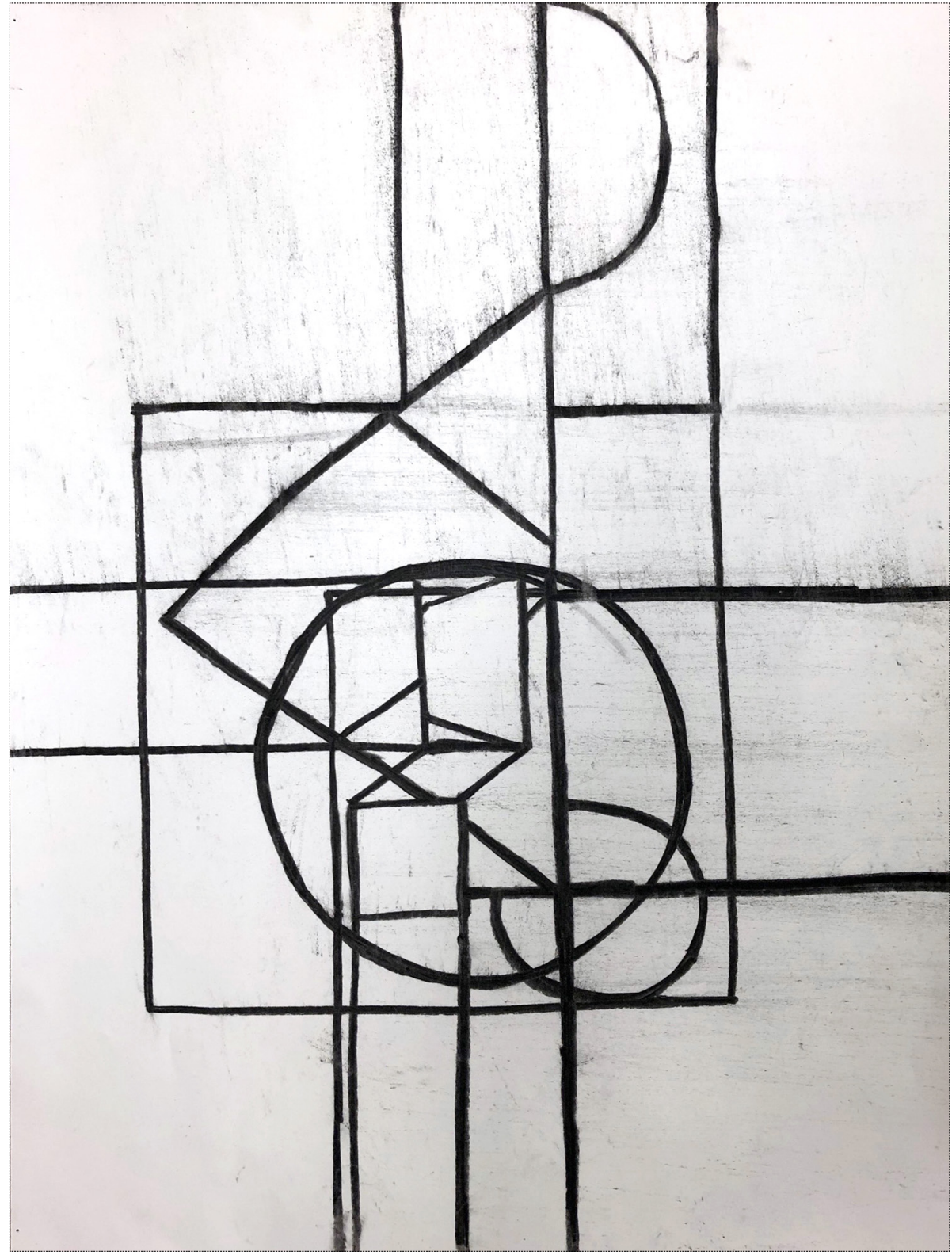
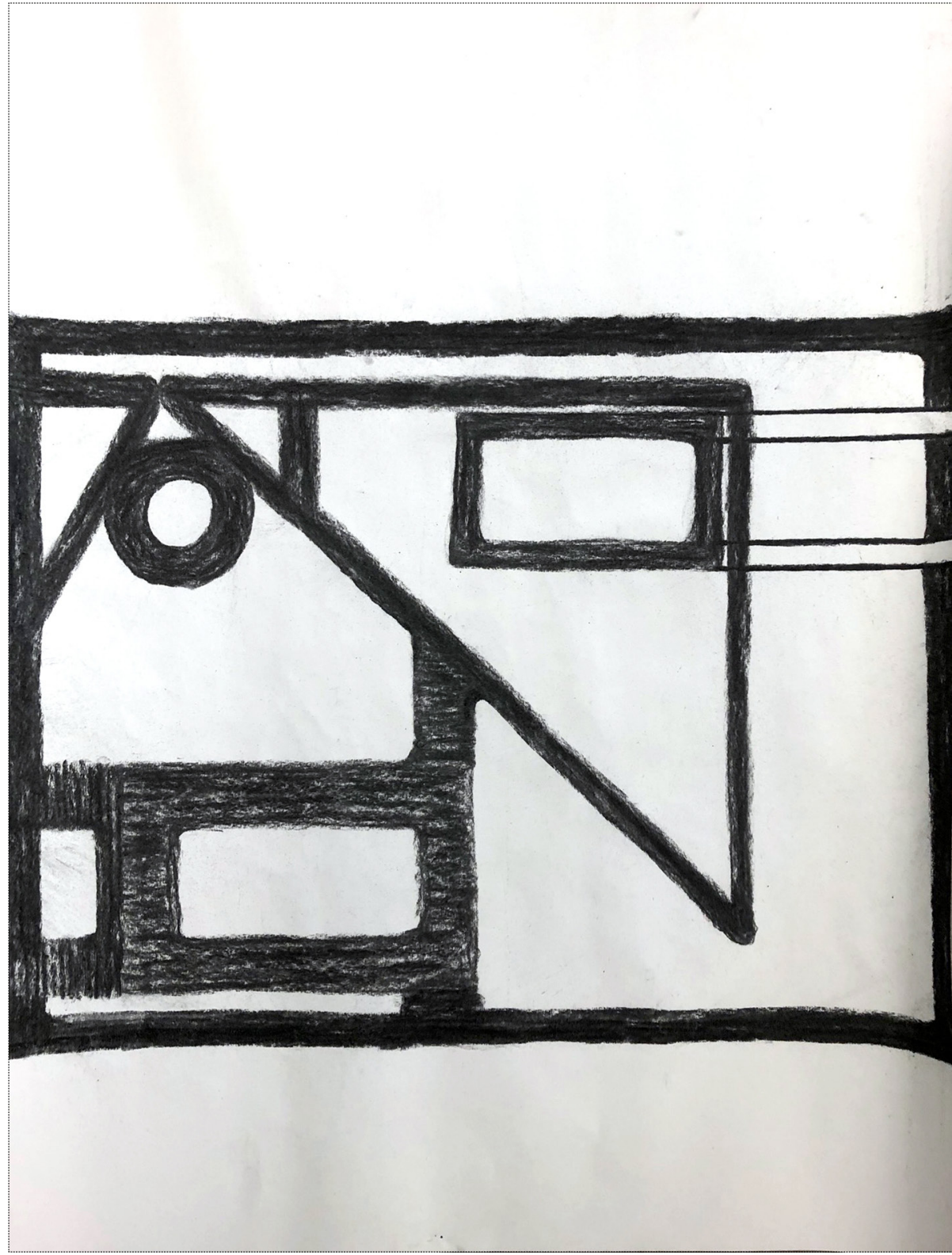












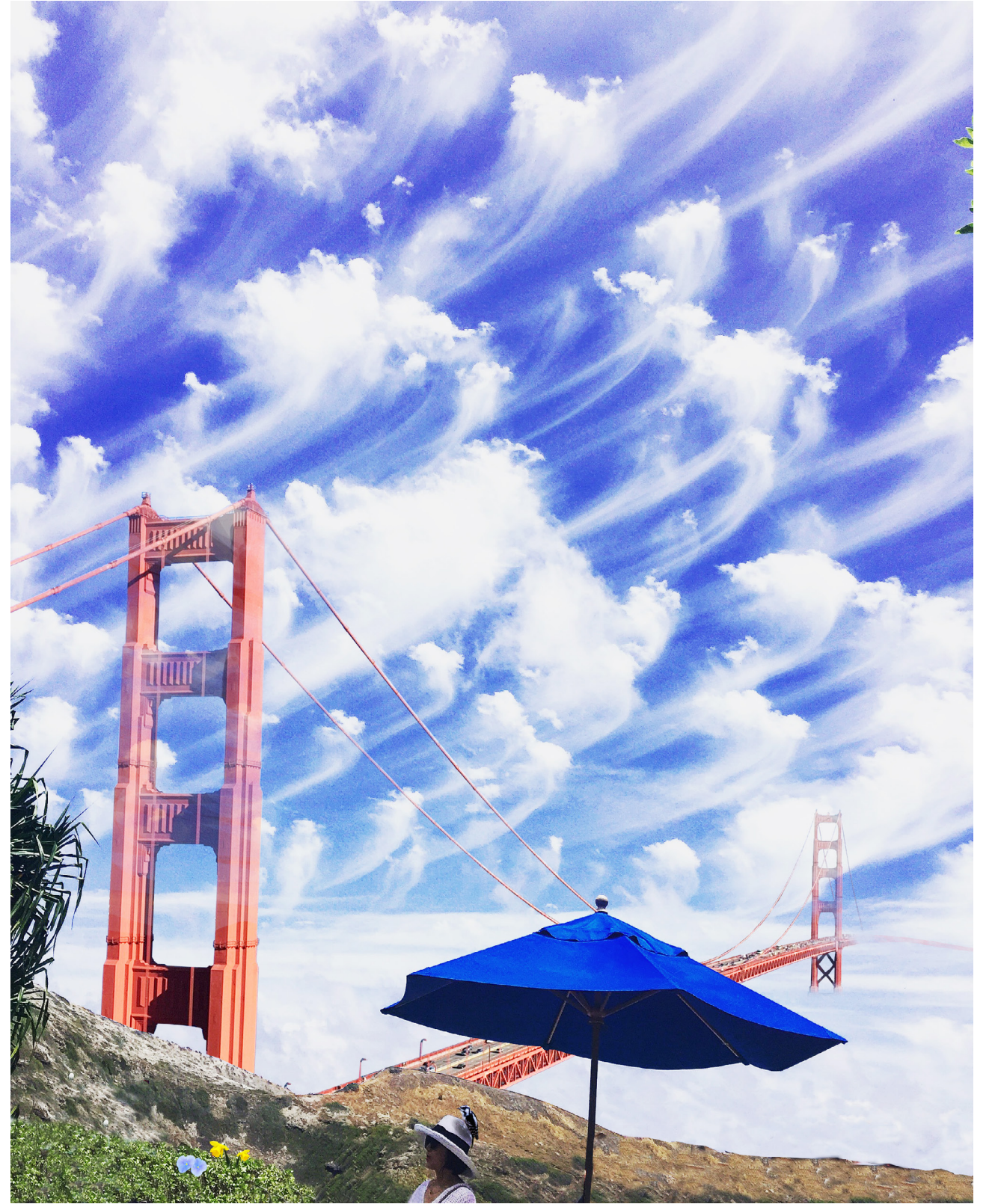




















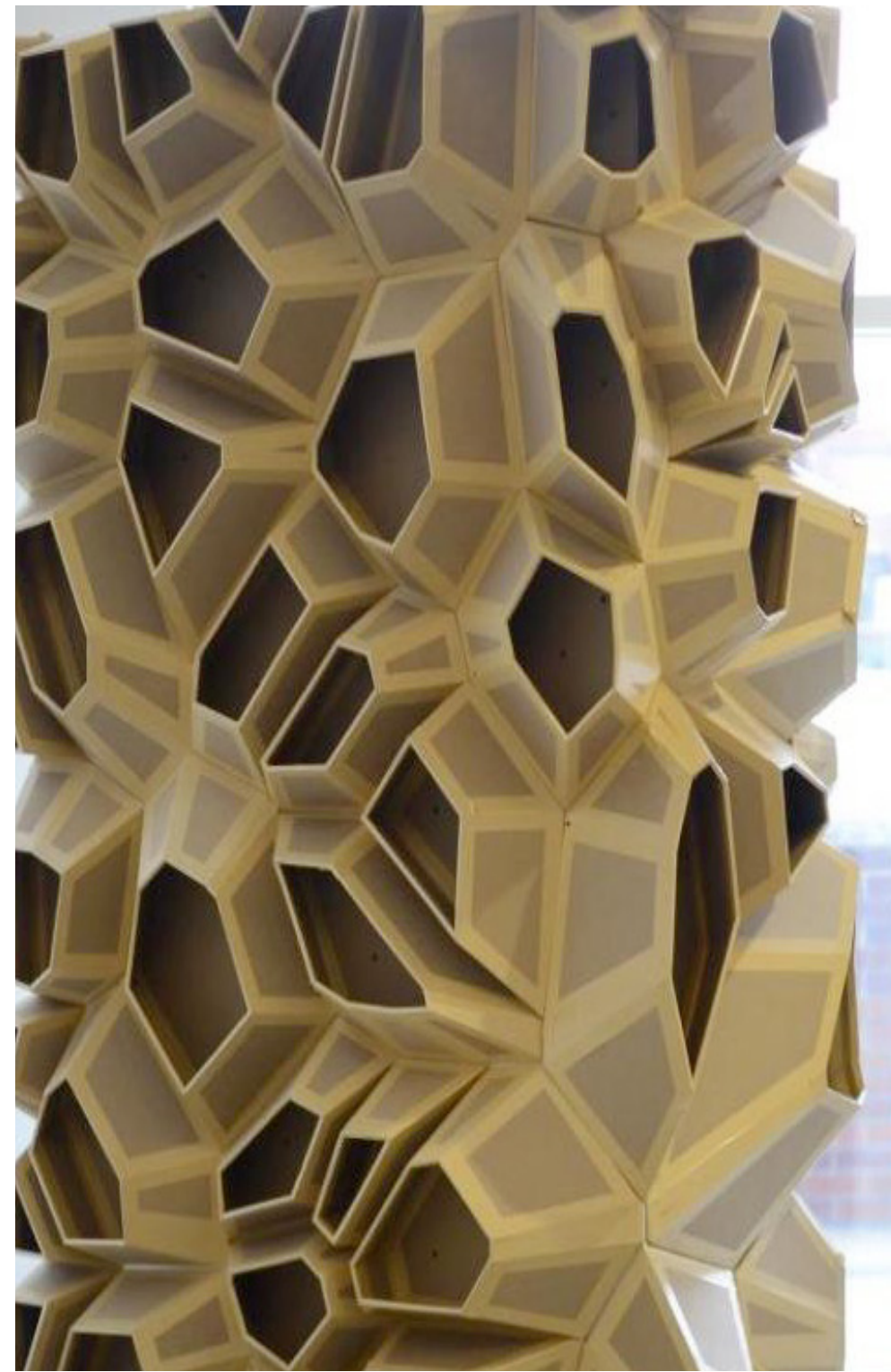














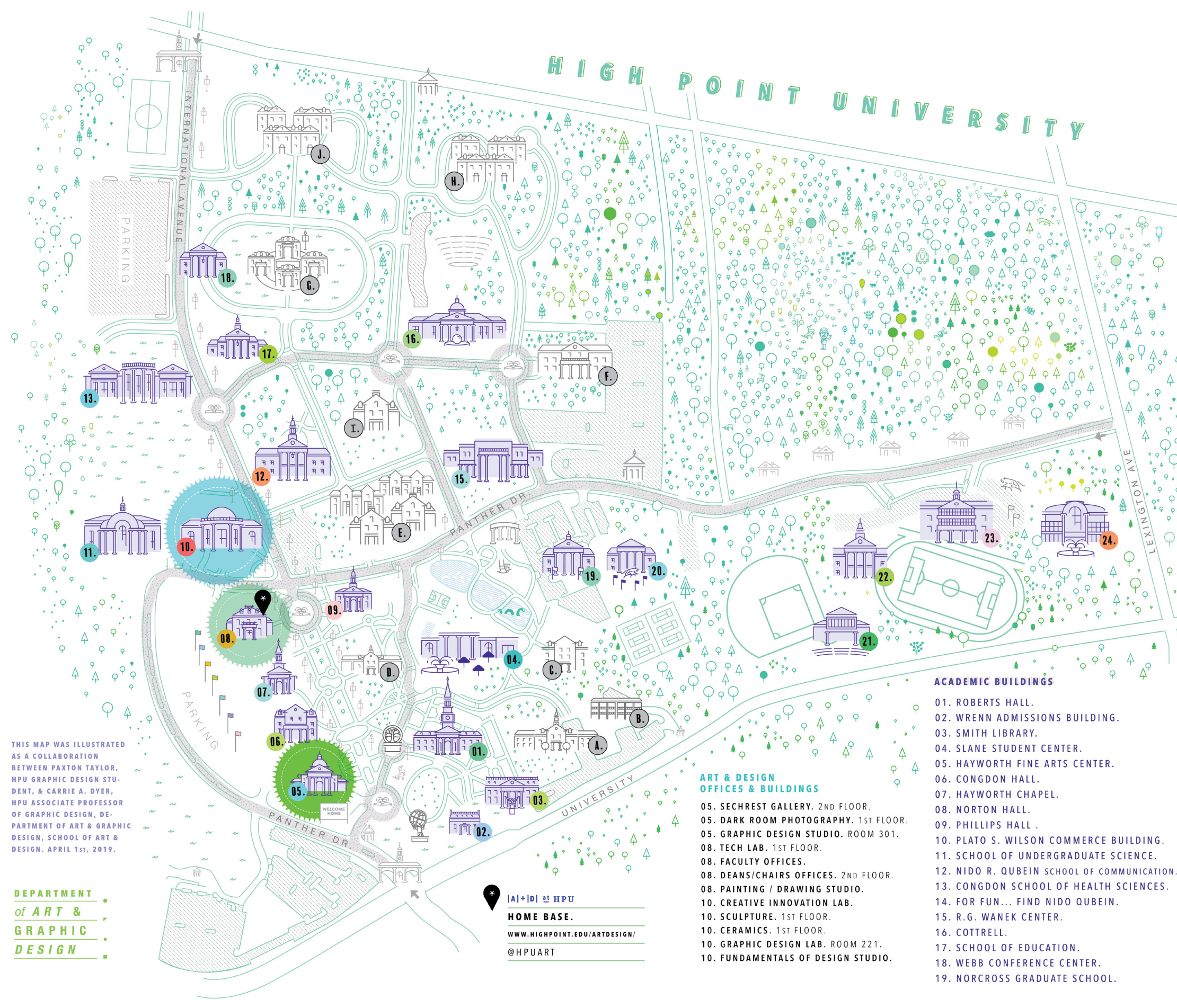












# HIGH POINT UNIVERSITY

THIS MAP WAS ILLUSTRATED AS A COLLABORATION BETWEEN PAXTON TAYLOR, HPU GRAPHIC DESIGN STUDENT, & CARRIE A. DYER, HPU ASSOCIATE PROFESSOR OF GRAPHIC DESIGN, DEPARTMENT OF ART & GRAPHIC DESIGN, SCHOOL OF ART & DESIGN. APRIL 1ST, 2019.

DEPARTMENT of ART & GRAPHIC DESIGN

\* |A|+|D| at HPU  
**HOME BASE.**  
[WWW.HIGHPOINT.EDU/ARTDESIGN/](http://WWW.HIGHPOINT.EDU/ARTDESIGN/)  
 @HPUART

- ART & DESIGN OFFICES & BUILDINGS**
- 05. SECREST GALLERY. 2ND FLOOR.
  - 05. DARK ROOM PHOTOGRAPHY. 1ST FLOOR.
  - 05. GRAPHIC DESIGN STUDIO. ROOM 301.
  - 08. TECH LAB. 1ST FLOOR.
  - 08. FACULTY OFFICES.
  - 08. DEANS/CHAIRS OFFICES. 2ND FLOOR.
  - 08. PAINTING / DRAWING STUDIO.
  - 10. CREATIVE INNOVATION LAB.
  - 10. SCULPTURE. 1ST FLOOR.
  - 10. CERAMICS. 1ST FLOOR.
  - 10. GRAPHIC DESIGN LAB. ROOM 221.
  - 10. FUNDAMENTALS OF DESIGN STUDIO.

- ACADEMIC BUILDINGS**
- 01. ROBERTS HALL.
  - 02. WRENN ADMISSIONS BUILDING.
  - 03. SMITH LIBRARY.
  - 04. SLANE STUDENT CENTER.
  - 05. HAYWORTH FINE ARTS CENTER.
  - 06. CONGDON HALL.
  - 07. HAYWORTH CHAPEL.
  - 08. NORTON HALL.
  - 09. PHILLIPS HALL.
  - 10. PLATO S. WILSON COMMERCE BUILDING.
  - 12. NIDO R. QUBEIN SCHOOL OF COMMUNICATION.
  - 13. CONGDON SCHOOL OF HEALTH SCIENCES.
  - 14. FOR FUN... FIND NIDO QUBEIN.
  - 15. R.G. WANKE CENTER.
  - 16. COTTRELL.
  - 17. SCHOOL OF EDUCATION.
  - 18. WEBB CONFERENCE CENTER.
  - 19. NORCROSS GRADUATE SCHOOL.

- 20. MILLIS ATHLETIC AND CONVOCATION.
- 21. COY O. WILLIARD BASEBALL STADIUM.
- 22. STEEL SPORTS CENTER.
- 23. WITCHER ATHLETIC CENTER AT VERT STADIUM.
- 24. NIDO AND MARIANA QUBEIN ARENA CONFERENCE CENTER AND HOTEL.

- DORMS / RESIDENCES:**
- A. WOMEN'S COMPLEX.
  - B. BELK HALL.
  - C. BLESSING HALL.
  - D. FINCH HONORS RESIDENCE HALL.
  - E. POINT PLACE APARTMENTS.
  - E. MILLIS HALL ON THE RIGHT.
  - E. WILSON HALL.
  - F. CAFFEY HALL.
  - G. GREEK VILLAGE.
  - I. YORK HONORS RESIDENCE HALL.
  - H. CENTENNIAL TWO.
  - J. CENTENNIAL ONE.

## SCAVENGER HUNT

- A PANTHER
  - A SKEEBALL MACHINE
  - AT LEAST THREE FOUNTAINS
- (BONUS POINTS FOR MORE!)
- AN ELEPHANT
  - AN EAGLE
  - LEONARDO DA VINCI
  - A GIANT ROCKING CHAIR
  - A CRYSTAL CHANDELIER
  - A POTTERY WHEEL
  - A PIANO THAT PLAYS ITSELF

>>> If you have a few free moments, take a look around campus and find some of the things that make High Point University so unique! Snap a photo of yourself with these HPU landmarks to document that you found them!

