

Minnesota State University Moorhead

ART 304B: Graphic Design Studio

A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: *.*

Lab Hours/Week: 6

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This is Part 1 of the junior year for Art and Design majors choosing the option in Graphic Design. In ART 304B, you will begin to study systems designed to create an overall aesthetic and related visual program for a particular project. Emphasis is placed on research and development to support a strong visual concept. Part 1 begins with logo development and applications to various elements within a fictitious business, such as: stationary, envelope, business card, signage, etc. The course will also include multiple symbol development with visual relationships.

B. COURSE EFFECTIVE DATES: 05/09/2003 - 03/03/2013

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted