

# Minnesota State University Moorhead

## ART 305B: Visual Systems and Brand Identity

### A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: 0

Lab Hours/Week: 90

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Visual systems and brand identity will begin with an introduction in designing visual systems. From there it will explore how to create a brand identity and the implementation of the brand strategy.

**B. COURSE EFFECTIVE DATES:** 03/04/2013 - 02/26/2014

### 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