Minnesota State University Moorhead

GCOM 252: Design for Graphic Communications II

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:
This course requires both of these prerequisites
  GCOM 255 - Beginning Computer Graphics
  GCOM 152 - Design for Graphic Communications I

Corequisites: None

MnTC Goals: None

Builds upon the principles of design and visual elements introduced during GCOM 152. Focus is placed on the design process. Students are required to research, plan, and execute creative design that communicates an intended message.

B. COURSE EFFECTIVE DATES: 04/12/2004 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Builds upon the principles of design and visual elements introduced during GCOM 152. Focus is placed on the design process. Students are required to research, plan, and execute creative design that communicates an intended message.

D. LEARNING OUTCOMES (General)

1. Define the graphic design industry.
2. Demonstrate advanced creative problem-solving. conceptualizing and brainstorming concepts used in the graphics industry.
3. Understand, identify and utilize more advanced elements and principles of design.
4. Demonstrate the transfer of skills from design roughs to computer generated finished product.
5. Demonstrate a more advanced utilization of color theory.
6. Demonstrate a more advanced utilization of typography.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted