

# Dakota County Technical College

## VCOM 2097: Advertising and Editorial Illustration

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 2

Lab Hours/Week: 1

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The broad impact of advertising and editorial art ranges from magazines to posters to CD cover art and products and beyond. This course addresses illustrative art problems in various forms in the advertising and editorial sectors of visual communication. Developing concepts and problem solving are encouraged. A variety of materials and techniques are explored. This is an advanced level course and previous drawing, painting and visual design training are highly recommended.

Prerequisites: VCOM 1041 Drawing I OR VCOM 1052 Design Drawing required. Recommended: VCOM 2041 Drawing II, VCOM 1086 Watercolor and Gouache or VCOM 2086 Acrylic Painting

**B. COURSE EFFECTIVE DATES:** 08/27/2012 - 12/16/2016

### 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