

# Bemidji State University

## TADD 3579: Digital Print/Branding and Publication

### A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: \*.\*

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

A theoretical and practical study of the visual and conceptual problems related to branding and packaging. Students also practice digital print production management techniques for all digital assets, and digital layout assembly to create 3D package design, visual identity systems, and related marketing materials. Prerequisites: TADD 2440 and 2.75 overall GPA, or consent of instructor.

**B. COURSE EFFECTIVE DATES:** 08/26/2013 - 08/21/2016

### 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