Bemidji State University

MASC 3500: Media Design

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

Good visual design is everywhere: from ads and magazines, to mobile content and websites, to marketing reports and brochures. Learn and apply effective design principles to a variety of projects using Adobe InDesign. Also learn the basics of interactive digital publishing.

B. COURSE EFFECTIVE DATES: 07/31/2012 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Learn Adobe InDesign software
2. Organization and alignment
3. Typography
4. Elements of design
5. Working with, and manipulation of, clip art and illustrations
6. Learn Adobe Photoshop software
7. Basic image editing
8. Color theory
9. Page layout
10. Magazine layout
11. Brochure layout

D. LEARNING OUTCOMES (General)

1. list and describe basic media design principles.
2. list and describe principles of page design layout.
3. carry out specific design tasks using Adobe InDesign tools.
4. apply design principles to construct basic publication design pieces using Adobe InDesign.
5. apply basic image editing and image manipulation to edit images using Adobe Photoshop.
6. list and describe basic concepts in interactive digital publishing in Adobe InDesign.
7. apply basic concepts in digital publishing in Adobe InDesign to create an interactive magazine spread and cover.
8. analyze and critique design work

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

None
F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted