

Bemidji State University

TADD 4579: Advanced Graphic Design

A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

An advanced study of graphic design and its application in solving practical and complex visual problems.
Prerequisites: TADD 3578, TADD 3579, or consent of instructor.

B. COURSE EFFECTIVE DATES: 08/22/2016 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Students form design production groups in which they produce a several of fictitious or actual marketing campaigns based client's problem and needs. Students must present ideation presentations and final production presentations for each assignment.

D. LEARNING OUTCOMES (General)

1.
 - ζ Student will function as a responsible and effective member of a design team to execute solutions to various 2D and 3D digital print design problems
 - ζ Student will apply effective print production controls and digital file management for 2D and 3D digital print design and production to complete productions on-time and under budget
 - ζ Student will research and plan design strategies through the creative brief and ideation process in order to execute creative and effective solutions for 2D and 3D digital print communication problems

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted