

# Bemidji State University

## TADD 3430: Introduction to Graphic Design

### A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: \*.\*

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course is an introduction and overview of the graphic design profession. Through lecture, demonstration, research and studio experience, students become familiar with the conceptual and visual processes of the working graphic designer. Prerequisites: TADD 1430, TADD 1440.

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

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Career opportunities in graphic design, process of graphic design, terminology, history and application of graphic design.

### D. LEARNING OUTCOMES (General)

1. . gain knowledge of the professional practice of graphic design and the different career options available to them.
2. . examine the content of graphic design - those factors that make up the structure of visual form through the design principles and elements of design.
3. . develop a working knowledge and understanding of the application of basic design concepts through projects combining text and graphic information.
4. . develop skills in basic design softwares used in graphic design (particularly Adobe In-design).
5. . gain knowledge in the terminology, history and application of typography.
6. . gain knowledge in materials employed in graphic design and how they are manipulated (eg. Paper and folding)
7. . gain knowledge and experience in presentation and critique of their ideas.

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

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted