Bemidji State University

TADD 4898: Advanced Graphic Design

A. COURSE DESCRIPTION
   Credits: 2
   Lecture Hours/Week: 0
   Lab Hours/Week: 0
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None
   This course is an opportunity for students to achieve and become creative graphic design professionals. Before students take this course, they should have learned all the foundational skills in Graphic Design. The intention of this course is to take those foundational skills to the next level and become a unique design professional that stands out in a seemingly overcrowded industry. From day one of this course, students will hit the ground running, and ignite their inspiration into creative ideas. This course focuses on becoming a design professional that utilizes and expands students’ design skills and abilities through a professionally crafted portfolio. Prerequisite(s): TADD 4800.

B. COURSE EFFECTIVE DATES: 08/01/2022 - Present

C. OUTLINE OF MAJOR CONTENT AREAS
   1. Advanced Creating and Editing
   2. Creating in Illustrator, InDesign, and Photoshop to make complex compositions
   3. Working with a vector-based and raster-based layers
   4. Creating complex compositions
   5. Advanced Pen tool techniques
   6. Advanced vector mask techniques in a composition
   7. Creating inline graphics
   8. Advanced typography
   9. Advanced Layout Design
   10. Advanced Color Theory
   11. Customizing typography

D. LEARNING OUTCOMES (General)
   1. develop advanced insight into a career as a graphic designer.
   2. examine different approaches that designers take to create a professional portfolio.
   3. improve their previous knowledge of graphic design.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus
G. SPECIAL INFORMATION

None noted