Bemidji State University

TADD 2200: Introduction to 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 introduces students to the profession of graphic design as a conceptual, visual, and commercial discipline. Through lectures, demonstration, research, and studio experiences, students become familiar with the theoretical and processes of the working graphic designer. Topics include: (1) developing a visual vocabulary, (2) essential elements of art, (3) principles of design, (4) visual communication problem solving, (5) employing a creative design process to create designs that meet clients' needs, and (6) understanding the appropriate software to produce works of graphic design.

Prerequisite(s): TADD 1500, TADD 1550.

B. COURSE EFFECTIVE DATES: 08/20/2022 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

3. Assembling multiple design projects into a presentation-ready portfolio.

D. LEARNING OUTCOMES (General)

1. demonstrate the Design Process to develop and execute effective graphic design solutions.
2. utilize industry-standard software to create and produce a variety of graphic design products.
3. complete and present projects, meet specified deadlines, and evaluate the strengths of their solutions.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted