TADD 3850: Digital Signage

A. COURSE DESCRIPTION

Credits: 2
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *
Prerequisites: None
Corequisites: None
MnTC Goals: None

Every day new digital screens are being installed at locations in every industry. However, the process of developing and deploying engaging digital signage is much more complicated than simply hanging a screen and turning it on. This production-based course will guide students through the process of creating an effective digital signage strategy, from understanding the user and the environment to building experiential content. Learning will focus on storytelling and effective communication through the creation of digital signage and motion graphics. Students will explore the software, tools, and techniques needed to start designing meaningful digital signs in 2D and 3D. Prerequisite(s): TADD 2300.

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

C. OUTLINE OF MAJOR CONTENT AREAS

1. Key-frame animation
2. Motion Graphics
3. Animation timing and readability

D. LEARNING OUTCOMES (General)

1. apply the basics of digital signage.
2. utilize key-frame animation.
3. utilize motion-graphics.
4. take part in animation timing as it relates to signage and readability.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted