TADD 4020: Web & Social Media Design

A. COURSE DESCRIPTION

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

In this course, students will discover how to communicate creatively through websites and social media platforms. Students will learn about the key features on Facebook, Twitter, Instagram, and other platforms to grow an online presence. This course examines how to design websites and social media platforms to extend experiences beyond the face-to-face world and into the virtual world. By the end of this course, students will have a solid introduction to these key platforms so that they can design a virtual strategy that increases brand awareness and maximizes opportunities for meaningful experiences. Prerequisite(s): TADD 2300.

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

C. OUTLINE OF MAJOR CONTENT AREAS

1. Standards, Terminology, Sizes, and Formats
2. Production Software
3. Branding yourself (and businesses) on social media
4. The role of your website in social media
5. Social media image sizes
6. Facebook, Twitter, and Instagram strategies for designers
7. Understanding Behance
8. Using LinkedIn
9. Social Media Marketing
10. Web and Social Media Trends

D. LEARNING OUTCOMES (General)

1. develop an understanding of design industry standards and formats related to web and social media design.
2. develop an understanding of production-related software and techniques used to produce web content.
3. develop an understanding of social media marketing as it relates to designers.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus
G. SPECIAL INFORMATION

None noted