

# Minnesota State University Moorhead

## **GDES 305: Visual Systems and Brand Identity**

### **A. COURSE DESCRIPTION**

Credits: 4

Lecture Hours/Week: 0

Lab Hours/Week: 4

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Visual systems and brand identity will begin with an introduction in designing visual systems. From there it will explore how to create a brand identity and the implementation of the brand strategy.

### **B. COURSE EFFECTIVE DATES: 02/27/2014 - 01/01/2021**

### **C. OUTLINE OF MAJOR CONTENT AREAS**

None

### **D. LEARNING OUTCOMES (General)**

None

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

None

### **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

### **G. SPECIAL INFORMATION**

None noted