

# Alexandria Technical and Community College

## COAR 1614: Communication Design I

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This is a basic course using principles and processes of design to produce advertising for products, services, and ideas. The student uses traditional design tools and basic design principles to create advertising solutions for the marketplace.

**B. COURSE EFFECTIVE DATES:** 12/08/1997 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Use traditional art tools like T-squares and triangles to demonstrate hand skills.
2. Examine principles and elements of design and how they are used in today's design world.
3. Create print materials with emphasis given to the different principles and elements of design.
4. Analyze the four components of the design solution; strategy, concept, design and craft and show proof in class assignments.
5. Define type terminology and classifications.
6. Discuss Gestalt Theory.
7. Analyze parts of an ad; headline, sub head, body copy, and visual.
8. Explore different visual representations.
9. Explore different creative ways of developing ideas.

### D. LEARNING OUTCOMES (General)

1. The learner will be able to demonstrate knowledge and use of art tools through practice assignments.
2. The learner will be able to communicate and demonstrate the principles and practices of the profession of design in advertising.
3. The learner will be able to complete a series of exercises that will develop their understanding of advertising as well as their design skills. This will be demonstrated through the use of concepts revealed in type and image.

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

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted