

Alexandria Technical and Community College

COAR 1615: Communication Design II

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites:

This course requires the following prerequisite

COAR 1614 - Communication Design I (Number of Years Valid: 5)

Corequisites: None

MnTC Goals: None

In this course, learners build on their design foundation and begin to generate more intricate designs and creative solutions, especially related to advertising design. This course is the foundation for understanding layout tactics and creative strategies before advancing to complex brand solutions.

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

C. OUTLINE OF MAJOR CONTENT AREAS

1. 2. Analyze headline and body copy.
2. 3. Practice giving and receiving critiques.
3. 4. Define thumbnail, rough, and comprehensive.
4. 5. Examine readability and legibility.
5. 6. Explore type mixing and contrasting typefaces.
6. 7. Observe effective image and headline pairings.
7. 8. Study type crafting.
8. 9. Develop conceptualization techniques.
9. 1. Discuss categories of advertising.

D. LEARNING OUTCOMES (General)

1. 2. The learners will develop concepts for unique solutions to design problems.
2. 3. The learner will develop an understanding of advertising design.
3. 1. The learner will demonstrate proficiency in outputting camera-ready art.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted