

# Alexandria Technical and Community College

## COAR 2515: Communication Design III

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: 0

Prerequisites:

This course requires the following prerequisite

COAR 1615 - Communication Design II (Number of Years Valid: 5)

Corequisites: None

MnTC Goals: None

In this course learners explore the concept of branding, including the intricacies of mark making and its rich history. Students move from creating logos and symbols to implementing complex brand identity campaigns.

**B. COURSE EFFECTIVE DATES:** 03/16/2018 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Examine universal symbols.
2. Discuss organic and geometric shapes.
3. Demonstrate knowledge of the design process.
4. Compare and contrast existing logos in the same industry.
5. Name the parts of a logo.
6. Discuss the role of the designer and the client in the logo design process.
7. Examine stationery sets.
8. Review design briefs.
9. Name the guidelines of a proper logo design.

### D. LEARNING OUTCOMES (General)

1. The learner will describe brand identity systems.
2. The learner will develop typographic, abstract, and descriptive logo solutions.
3. The learner will present a brand identity campaign to an audience.

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

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted