

**Bossier Parish Community College
Master Syllabus**

Course Prefix and Number: COMM 135 **Credit Hours:** 3

Course Title: Design for Media

Course Prerequisites: None

Textbooks: Pentak, Stephen and Lauer, David A., *Design Basics*. 9th Edition.

And

Bang, Molly, *Picture This: How Pictures Work*. 2016 Edition.

Course Description: Students will explore design theory as it applies to various multimedia applications. They will learn how to apply those concepts to their own work through projects and discussion.

Learning Outcomes:

At the end of this course the student will

- A. identify effective design;
- B. create work that utilizes design theories; and
- C. use the creative process model to generate content.

To achieve the learning outcomes, the student will

(The letter designations at the end of each statement refer to the learning outcome(s).)

- 1. create work that focuses on and demonstrates the essence of the elements and principles of design, color theory, and theories of visual perception. (A, B, C)
- 2. analyze and critique existing media. (A, C)
- 3. discuss personal design choices. (A, B, C)
- 4. practice various ideation techniques. (C)

Course Requirements: This course requires attendance, class participation, assignments, exams, and projects as determined by the instructor.

Course Grading Scale:	90 – 100	A
	80 – 89	B
	70 – 79	C
	60 – 69	D
	0 – 59	F

Course Fees: \$45.00

Attendance Policy: The college attendance policy is available at <http://www.bpcc.edu/catalog/current/academicpolicies.html>

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