

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., <i>Design Basics</i> . 9 th Edition.	
	And	
	Bang, Molly, <i>Picture This: How Pictures Work</i> . 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: \$70.00

Nondiscrimination Statement

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