

**Bossier Parish Community College
Master Syllabus**

Course Prefix and Number: COMM 164 **Credit Hours:** 3

Course Title: Creating Digital Presentations

Course Prerequisites: COMM 216 or permission of instructor

Textbook: None

Course Description: This course will concentrate on the graphic design features in Photoshop which include working with layers, type, paint and pen tools, vector masks, smart objects, and shapes. The objective is to provide the student with the tools to create effective promotional materials for advertising purposes.

Learning Outcomes:

At the end of this course, the student will

- A. identify those characteristics of effective page layouts used in advertising;
- B. utilize layers, effects, vector masks, smart objects, and smart filters; and
- C. work with the paint and pen tools to create free-hand designs.

To achieve the learning outcomes, the student will

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

- 1. design a page layout which is easy to follow and is appealing to the viewer. (A, B)
- 2. create a raw draft publication using type, layer, styles, and effects. (A, B)
- 3. create a logo using the paint and pen tools, layer styles, and effects. (B, C)
- 4. design and produce a complete promotional campaign which will include a logo design, business cards, flyer, and brochure. (A, B, 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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