

Bossier Parish Community College Master Syllabus

Course Prefix and Number: COMM 219 **Credit Hours:** 3

Course Title: 2D Graphics

Course Prerequisites: COMM 218 or Permission of Instructor

Textbooks: Evans, Poppy and Thomas, Mark A. *Exploring the Elements of Design*, 3rd Edition.

Course Description: Students will explore and apply the theories behind graphic design using professional processes. The class will explore advanced techniques and prepare the student for working with clients.

Learning Outcomes:

At the end of this course the student will

- A) create work for a client using the graphic design process;
- B) demonstrate the ability to recognize and apply the elements and principles of design;
- C) effectively use color theory in designs;
- D) explain and defend design choices; and
- E) create project-specific imagery in various graphic styles.

To achieve the learning outcomes, the student will

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

1. use the graphic design process to create a brand identity. (A, B, C, D, E)
2. create work that focuses on and demonstrates the essence of the elements and principles of design and color theory. (B, C)
3. critique existing designs. (B, C, D)
4. write and make presentations to justify personal design choices. (B, C, D)
5. do research on and experiment with unfamiliar graphic styles using advanced techniques. (A, E)

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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