

Bossier Parish Community College Master Syllabus

Course Prefix and Number: COMM 219 **Credit Hours:** 3
Course Title: Applied Graphic Design
Course Prerequisites: COMM 135 & COMM 218
Textbooks: Slade-Brooking, Catherine, *Creating a Brand Identity: A Guide for Designers*, 2016 Edition.

And

Airey, David, *Logo Design Love*, 2nd Edition.

Course Description: Students will solve creative problems visually using design thinking. Focus will be put on communicating complex ideas on behalf of clients for specific audiences in a variety of formats.

Learning Outcomes:

At the end of this course the student will

- A. use design thinking to solve creative problems;
- B. create a cross-platform visual identity for a client;
- C. communicate complex concepts and information visually;
- D. explain and defend design choices.

To achieve the learning outcomes, the student will

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

- 1. define communication objectives. (A, B, C, D)
- 2. research target audiences. (A, B, C, D)
- 3. produce client-specific designs. (A, B, C, D)
- 4. modify and output design work for various application and venues. (B)
- 5. do research on and experiment with unfamiliar graphic styles. (A, B, C)
- 6. distill data and information and into an accessible design. (C)
- 7. analyze and critique existing designs. (A, D)
- 8. justify personal design choices through writing and presentation. (A, D)

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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