

GRA 2191C Communication Design 2

3.00 - 4.00 credits

Advanced problems in commercial art concentrating on layout, mechanical art for reproduction and illustration technique. Prerequisite: GRA 2190C

<p>Competency 1: The student will conceive comprehensive branding during guided lessons and assignments by:</p> <ol style="list-style-type: none">1. Analyzing branding as applied to goods and services marketed toward customers.2. Brainstorming various solutions for logos, typography, color palettes, and client experiences.	<p>Learning Outcomes:</p> <ul style="list-style-type: none">• Communication• Critical thinking• Aesthetic / Creative Activities
<p>Competency 2: The student will implement branding strategies during guided lessons and assignments by:</p> <ol style="list-style-type: none">1. Developing creative design briefs.2. Executing the design process to achieve the strategic goals of the brand strategy.3. Executing brand concepts for various design studio projects.	<p>Learning Outcomes:</p> <ul style="list-style-type: none">• Communication• Critical thinking• Computer /Technology Usage• Aesthetic / Creative Activities
<p>Competency 3: The student will evaluate various branding strategies by:</p> <ol style="list-style-type: none">1. Critiquing their work as well as that of their classmates.2. Examining the appropriateness of various design voices or personalities to a given brand strategy.3. Analyzing how graphic communications media can affect consumers' perceptions of various brands.4. Examining how ethics and sustainable "green" design can be applied to various brand strategies.	<p>Learning Outcomes:</p> <ul style="list-style-type: none">• Communication• Critical thinking• Computer /Technology Usage• Aesthetic / Creative Activities