## GRA 2207C Capstone Project

**Course Description:**
Students apply cumulative knowledge and integrative skills to the design and creation of a professional-level project. The graphic/web design assignment shall meet the requirements specified in a case study or real-world project. Course is taken in the semester prior to graduation. Prerequisites: GRA2151c. (2 hr. lecture; 4 hr. lab.)

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<th>Course Competency</th>
<th>Learning Outcomes</th>
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| **Competency 1:** The student will analyze the capstone project’s requirements by: | • Communication  
• Critical thinking  
• Aesthetic / Creative Activities |
| 1. Examining five solutions for similar projects.  
2. Writing an in-depth design brief (one or two pages in length), specifying design purpose, target audience, visual and textual content, design voice or personality, as well as a call-to-action. | |
| **Competency 2:** The student will brainstorm the capstone project by: | • Communication  
• Critical thinking  
• Aesthetic / Creative Activities |
| 1. Drawing sketches or creating mood boards.  
2. Imagining a distinctive color palette to support the branding and communication goals of the capstone project. | |
| **Competency 3:** The student will develop the capstone project by: | • Communication  
• Critical thinking  
• Computer / Technology Usage  
• Aesthetic / Creative Activities |
| 1. Selecting appropriate typefaces and design typography to support the branding goals of the capstone project, as well as legibility, organization and expression.  
2. Selecting and editing images, including color-correcting, retouching and silhouetting images to support the branding goals of the capstone project. | |
3. Designing a simple, stylized logo for effective visual communication of the branding goals of the capstone project.
4. Designing comps or “mock ups” for the various elements of the capstone project.
5. Producing a variety of branded elements (printed and digital or online materials) to support the branding goals of the capstone project.
6. Demonstrating ability to work in teams.

**Course Competency 4:** The student will present the capstone project by:

- Communication
- Critical thinking
- Aesthetic / Creative Activities

1. Conducting a presentation of the capstone project, demonstrating critical thinking abilities, professional project presentation skills and the ability to communicate their creative thought processes.
2. Create a completed capstone project that demonstrates professional competence in print and digital or online genres.