



### **Course Description**

#### **GRA2207C | Capstone Project | 4.00 credits**

The student will 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.

### **Course Competencies:**

**Competency 1:** The student will analyze the capstone project's requirements by:

1. Examining five solutions for similar projects
2. Writing an in-depth design brief (one or two pages), specifying design purpose, target audience, visual and textual content, design voice or personality, and a call-to-action

**Competency 2:** The student will brainstorm the capstone project by:

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:

1. Using 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

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

1. Conducting a capstone project presentation, 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

### **Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities