SPECIAL NOTE:
This brief syllabus is not intended to be a legal contract. A full syllabus will be
distributed to students at the first class session.

TEXT AND SUPPLEMENTARY MATERIALS USED IN THE COURSE (if any):

Please check with the LCC bookstore http://www.labette.edu/bookstore for the required texts
for this class.

COURSE NUMBER: GRAP 130
COURSE TITLE: ADVERTISING DESIGN
SEMESTER CREDIT HOURS: 3
DEPARTMENT: Graphic Design
DIVISION: Career Technical Education
PREREQUISITE: None

COURSE DESCRIPTION:
An advanced course dealing with the relationship of the designer to different audiences.
The potential of graphics as a vehicle for communication in signage, editorials, print,
posters, television, radio and displays. Traditional and electronic media will be utilized
to develop concepts specific to a client’s needs and/or constraints. Design trends will be
explored as pertaining to different graphic materials will be discussed.

COURSE OUTCOMES AND COMPETENCIES:
Students who successfully complete this class will be able to:

1. Know the different methods of informing and persuading a mass audience and be
familiar with media terminology and the design process in multi-media advertising
formats.
   - Demonstrate ability to work effectively in a variety of mediums.
   - Understand multi-media terminology.

2. Understand marketing concepts including economic and managerial considerations as
well as the objectives of advertising.
   - Use marketing concepts in advertising design projects.
   - Understand multi-media terminology.
3. Effectively communicate in a variety of mixed media and design formats both traditionally and digitally.
   - Understand multi-media advertising formats.

4. Create original solutions for signage, editorial, poster, display and broadcast media problems.
   - Conceptualize and create appropriate image and copy for greeting cards, posters, signage, illustrations, broadcast media and displays.