

LABETTE COMMUNITY COLLEGE BRIEF SYLLABUS

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.

<u>COURSE NUMBER:</u>	GRAP 130
<u>COURSE TITLE:</u>	ADVERTISING DESIGN
<u>SEMESTER CREDIT HOURS:</u>	3
<u>DEPARTMENT:</u>	Graphic Design
<u>DIVISION:</u>	Career Technical Education
<u>PREREQUISITE:</u>	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.