ART 297GD : CAPSTONE PROJECT: GRAPHIC DESIGN

Transcript title

Capstone: Graphic Design

Credits

1

Grading mode

Standard letter grades

Total contact hours

20

Other hours

20

Prerequisites

ART 110.

Recommended preparation

ART 230 or may be taken concurrently.

Course Description

Provides advanced, individualized development in graphic design. Develop a unique design project. Provides opportunity for design campaign to go through marketing strategy, development, and final presentation. Repeatable for credit.

Course learning outcomes

1. Create a portfolio-quality design project.
2. Write a concept statement for the project.
3. Prepare design campaign for print and/or digital media display.
4. Use media-specific terminology when receiving and providing feedback.

Content outline

1. Concept and timeline for project design deliverables
2. Project research, references, and strategy
3. Present work in progress to class and instructor for feedback throughout the term
4. Prepare finished project for presentation (concept statement, printing, formatting, displays, etc.) depending on campaign deliverables
5. Final presentation of project to class
6. Provide constructive critique to classmates

Required materials

Students will need to provide specific materials used in this course, please see the syllabus for a detailed list.