

COMMUNICATION DESIGN II

3.29.2017

WITH STUDENT LEARNING OUTCOMES

Communication Design I (GD206, 3 credits) – Communication Design Track

Course Description:

The course builds on the principles presented in the Communication Design I course framing, elemental hierarchy, juxtaposition and message intent. The students can willingly manage greater degrees of project complexity through methodology and practice. The principles of design are now beyond the beginning levels of exploration, hence the skills and confidence level of the Communication Design student has risen sufficiently to allow them to undertake more involved assignments. The emerging designer must be aware that the core of their basic knowledge is still being added upon and to be open to fresh challenge, continued self-discipline and thoughtful exploration. The next levels of the Design II course will make the student more cognizant of the design profession from creation of artistic example via highly crafted presentation and collaborative discussion inside and out of class.

Prerequisite: Communication Design I

Students will:

1. Create visual solutions with an aim to generate specific calls to action from an audience. (PC 1, 2, 3, 4, 5)
2. Direct critically-thought design intents within more than a single client criteria. (PC 1, 4, 5)
3. Manage complex text and visual elements with an eye to design sustainability and modularity. (PC 2, 3, 4, 5)

Required Texts: There is no required text for this course.

Supplementary Readings: There are no supplementary readings for this course.

Supplies:

HARDWARE:

- Apple MacBook Pro 2.5 GHZ 15-inch Retina Display with 512 GB Flash memory (\$2,429.00)
- Three-Year Apple Care warranty (\$239.00)
- G-Technology 500GB G-DRIVE mobile USB Portable Hard Drive (\$80.00)
- A mouse (\$25.00)

SOFTWARE:

- Microsoft Office, Student/Teacher edition (\$149.00)
 - Word, Excel, PowerPoint, Entourage/Outlook
- Adobe Creative Cloud subscription @ 19.99 per month with annual contract: \$ 240.00 / one year, \$480.00 two years.
- Adobe Creative Cloud subscription @ 29.99 on a month per month basis

Total Estimated Hardware & Software Cost: \$ 2,922.00 (\$3,402.00 with two year Creative Cloud subscription)

Supplemental Supplies: There are no supplementary supplies for this course.