

## GDTTC1110 - Introduction to Design and Layout

Credits:	3 (2/1/0)
Description:	In this course, students are introduced to the elements and principles of design, basic to intermediate layout techniques, industry terminology and industry best practices. Students produce a variety of design solutions to become familiar with the creative process, design theory, brand strategy and assessment of their work. Projects are produced using Adobe Creative Cloud software.
Prerequisites:	
Corequisites:	
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none"> <li>1. Compare and contrast major career areas, skills and current trends within the graphic design industry.</li> <li>2. Create with elements and principles of design as they relate to visual communication.</li> <li>3. Utilize creative problem solving, brainstorming and idea generation techniques to develop design concepts.</li> <li>4. Apply basic typographic principles, including type families, hierarchy, and alignment.</li> <li>5. Demonstrate fundamental color theory concepts.</li> <li>6. Apply basic layout and composition techniques to organize visual elements effectively for various print and screen environments.</li> <li>7. Utilize common industry terminology accurately in class discussions and assignments.</li> <li>8. Demonstrate industry best practices, including file organization, saving formats and workflow basics.</li> <li>9. Evaluate design solutions, offer constructive criticism and defend one's own design choices using appropriate design vocabulary.</li> </ol>
MnTC goal areas:	None

\*Can be taking as a Prerequisite or Corequisite.