GDTC2055 - Graphic Design Studio II – Applied Design and Digital Media

Credits:	3 (1/2/0)
Description:	Graphic Design Studio II builds on foundational skills with a focus on applied design systems and digital media. Students engage in more complex projects that integrate branding, publication design, web/UI/UX and packaging concepts. Emphasis is placed on research, ideation and iterative development, as well as on understanding audience, context and usability. Projects increasingly simulate real-world design challenges.
Prerequisites:	• GDTC1555
Corequisites:	
Pre/Corequisites*:	• GDTC2120 • GDTC2205 • GDTC2245
Competencies:	1. Design cohesive visual identity systems, including logos, brand assets and basic brand guidelines. 2. Produce multi-page publication designs, such as magazines, brochures or books, using advanced layout techniques. 3. Create digital design projects, including website mockups, app interfaces or social media graphics, that demonstrate usability and visual consistency. 4. Apply UX/UI principles to develop wireframes, user flows and interface designs that prioritize user experience. 5. Design packaging concepts that integrate branding, typography, imagery and structural considerations. 6. Incorporate illustration, photography or custom image-making techniques into design projects. 7. Manage multiple design projects from concept through final production, meeting deadlines and project requirements. 8. Present finished projects professionally, articulating design rationale and responding to critique.
MnTC goal areas:	None

**Can be taking as a Prerequisite or Corequisite.*

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