

# 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:	<ul style="list-style-type: none"> <li>• GDTC1555</li> </ul>
Corequisites:	
Pre/Corequisites*:	<ul style="list-style-type: none"> <li>• GDTC2120</li> <li>• GDTC2205</li> <li>• GDTC2245</li> </ul>
Competencies:	<ol style="list-style-type: none"> <li>1. Design cohesive visual identity systems, including logos, brand assets and basic brand guidelines.</li> <li>2. Produce multi-page publication designs, such as magazines, brochures or books, using advanced layout techniques.</li> <li>3. Create digital design projects, including website mockups, app interfaces or social media graphics, that demonstrate usability and visual consistency.</li> <li>4. Apply UX/UI principles to develop wireframes, user flows and interface designs that prioritize user experience.</li> <li>5. Design packaging concepts that integrate branding, typography, imagery and structural considerations.</li> <li>6. Incorporate illustration, photography or custom image-making techniques into design projects.</li> <li>7. Manage multiple design projects from concept through final production, meeting deadlines and project requirements.</li> <li>8. Present finished projects professionally, articulating design rationale and responding to critique.</li> </ol>
MnTC goal areas:	None

\*Can be taking as a Prerequisite or Corequisite.