GDTC2212 - Design and Layout III

Credits:	3 (2/1/0)
Description:	As the third of three layout courses in a series, this course focuses on brand and identity development. Each student develops his or her own fictitious company that will include a visual identity and supporting brand materials. Additional applications of these concepts are explored in the form of self-promotional projects. Special emphasis is placed on research, marketing techniques, rationale and presentation.
Prerequisites:	• GDTC1113 • GDTC1115
Corequisites:	
Pre/Corequisites [*] :	
Competencies:	 Identify and apply branding techniques. Employ brainstorming methods in individual and group settings. Create projects using industry-level parameters and communications. Explore and administer marketing research methods as it applies to brand development and promotional campaigns. Identify, research and develop a branding concept for a fictional company. Identify, research and develop a promotional campaign for a brand. Research and produce a self-branded identity system. Present and defend design projects to the class using industry vocabulary and rationale. Analyze other students' work, and effectively communicate analyses during group critiques
MnTC goal areas:	None

*Can be taking as a Prerequisite or Corequisite.