GDTC2250 - Design Campaigns

Credits:	3 (2/1/0)
Description:	In this course, students will apply branding, advertising and graphic design principles to build integrated campaigns. These campaigns will require students to employ a variety of media, such as print, digital, social media, wearable, out-of-home and some non-traditional applications. Students will learn preparatory research and basic marketing planning to lay the groundwork for their projects.
Prerequisites:	• GDTC1124 • GDTC2212
Corequisites:	
Pre/Corequisites*:	
Competencies:	1. Identify current advertising and marketing principles, applications and methodologies. 2. Perform research related to product, target market and competition. 3. Create basic strategic marketing plans based on independent research and client objectives. 4. Design integrated campaigns that employ multiple media and technologies. 5. Apply previous knowledge of design principles, branding, campaigns and conceptualizing. 6. Identify and apply production specifications for a variety of applications. 7. Evaluate and apply basic copywriting approaches for use in design applications. 8. Learn how to identify and consistently apply a brand's voice and core design elements. 9. Present and defend projects using industry-level vocabulary and rationale.
MnTC goal areas:	None

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

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