

## 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:	<ul style="list-style-type: none"> <li>• GDTC1124</li> <li>• GDTC2212</li> </ul>
Corequisites:	
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none"> <li>1. Identify current advertising and marketing principles, applications and methodologies.</li> <li>2. Perform research related to product, target market and competition.</li> <li>3. Create basic strategic marketing plans based on independent research and client objectives.</li> <li>4. Design integrated campaigns that employ multiple media and technologies.</li> <li>5. Apply previous knowledge of design principles, branding, campaigns and conceptualizing.</li> <li>6. Identify and apply production specifications for a variety of applications.</li> <li>7. Evaluate and apply basic copywriting approaches for use in design applications.</li> <li>8. Learn how to identify and consistently apply a brand's voice and core design elements.</li> <li>9. Present and defend projects using industry-level vocabulary and rationale.</li> </ol>
MnTC goal areas:	None

\*Can be taking as a Prerequisite or Corequisite.