

GRD 416 Graphic Design IV

Instructor: Chris Hadfield
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COURSE DESCRIPTION:

This course is designed to give students the “real world” experience of designing a full out ad campaign for a company. Students will create the entire print side of the company’s image. Students will be taught how to create a “corporate image” from logo to storefront and everything in between.

Text:

No text is required for this course. Instructor will provide some material, however, you will be expected to take extensive notes on your own.

Topics Covered:

1. Image construction and design.
2. Timeline organization.
3. Color theory and color scheme selection.
4. Maintaining consistency throughout a project.
5. Workflow shortcuts and meeting deadlines.
6. Campaign presentation.
7. Combing color and text to convey an image.

Plus advanced Photoshop techniques not covered in previous classes.

Grading:

Class attendance is mandatory! This class will be a lot of work. Missing class and the time given in class to work on your project will set you back too far to recover. Your grade will be based 50% on class attendance and 50% on the quality of your completed campaign.