GRD 416 Graphic Design IV
Instructor: Chris Hadfield
Chris.Hadfield@doane.edu

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.
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.