

## 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:	<ul style="list-style-type: none"> <li>• GDTC1113</li> <li>• GDTC1115</li> </ul>
Corequisites:	
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none"> <li>1. Identify and apply branding techniques.</li> <li>2. Employ brainstorming methods in individual and group settings.</li> <li>3. Create projects using industry-level parameters and communications.</li> <li>4. Explore and administer marketing research methods as it applies to brand development and promotional campaigns.</li> <li>5. Identify, research and develop a branding concept for a fictional company.</li> <li>6. Identify, research and develop a promotional campaign for a brand.</li> <li>7. Research and produce a self-branded identity system.</li> <li>8. Present and defend design projects to the class using industry vocabulary and rationale.</li> <li>9. Analyze other students' work, and effectively communicate analyses during group critiques.</li> </ol>
MnTC goal areas:	None

\*Can be taking as a Prerequisite or Corequisite.