

MARKETING COMMUNICATIONS (111)

111-101 - Introduction to Graphic Design

Offers an overview of the basic objectives, principles, and methods used in the discipline of graphic design. Students are introduced to the basic concepts of visual communication through projects that balance creative development and design tools. Assignments range from individual to collaborative, and are designed to introduce creative thinking, critical discussion and personal decision-making in relation to the choice of graphic design as major. (Prerequisite: Completion of or concurrent enrollment in 890-101 College 101) Credit for Prior Learning Available

3 Credit hours

36 Lecture hours

36 Lab hours