



Western Technical College

10201136 Graphic Design & Marketing

Course Outcome Summary

Course Information

Description	This comprehensive design course introduces students to the basic principles of marketing and how they relate to graphic design. Positioning, branding, and consumer behavior are major focuses of the course. Students gain experience designing marketing, advertising and promotional materials for a variety of products and services. This course will also emphasize innovative graphic problem solving and creative visual communication.
Career Cluster	Arts, A/V Technology and Communications
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	72

Textbooks

No textbook required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Cultivate Passion: Expand a Growth-Mindset
3. Cultivate Passion: Increase Self-Awareness
4. Live Responsibly: Develop Resilience
5. Live Responsibly: Embrace Sustainability
6. Live Responsibly: Foster Accountability
7. Refine Professionalism: Act Ethically
8. Refine Professionalism: Improve Critical Thinking
9. Refine Professionalism: Participate Collaboratively
10. Refine Professionalism: Practice Effective Communication

Experiential Learning

1. Community Based Learning Project

Program Outcomes

1. Apply the principles of design to develop strategic marketing and communication products and services.
2. Demonstrate proficiency in the use of design software, tools and technology.
3. Implement creative solutions from concept through completion using a formal process.
4. Apply effective legal and ethical business practices and project management skills.
5. Communicate artwork rationale in formal and informal settings.

Course Competencies

1. **Design cardboard packaging for a product using a provided template.**

Assessment Strategies

- 1.1. Product
- 1.2. Presentation
- 1.3. Critique

Criteria

You will know you are successful when

- 1.1. you select one cardboard box package to redesign based on research.
- 1.2. you design your packaging digitally.
- 1.3. you create a physical 3D prototype of your packaging.
- 1.4. you summarize how to create packaging using Illustrator and Photoshop.
- 1.5. you follow a formal design process while completing the required Behance project presentation.
- 1.6. you demonstrate effective use of design principles, elements, typography, color, and marketing knowledge.
- 1.7. you participate in at least one critique of your design work.
- 1.8. you present your design solution in a group setting.

Learning Objectives

- 1.a. Research cardboard box designs.
- 1.b. Determine a clear message, audience, and design style.
- 1.c. Design a piece of 3D packaging digitally.
- 1.d. Create a physical 3D prototype of the packaging.
- 1.e. Apply design principles, elements, typography, color, and marketing knowledge into product.
- 1.f. Critique self and others' work to provide effective feedback.
- 1.g. Examine concepts of sustainability when designing your packaging.

2. **Design an animated After Effects video using photographs and type.**

Assessment Strategies

- 2.1. Product
- 2.2. Presentation
- 2.3. Critique

Criteria

You will know you are successful when

- 2.1. you choose your video topic based on research.
- 2.2. you develop a clear message for the target audience.
- 2.3. you write three headlines and choose 3–4 photos that communicate your main message.
- 2.4. you storyboard your video in Illustrator or Photoshop.
- 2.5. you demonstrate ability to follow a formal design process by completing the required Behance project

presentation.

- 2.6. you layout, assemble, and animate your final video in After Effects.
- 2.7. you engage in at least one critique of your design work.
- 2.8. you explain your design solution in a group setting.
- 2.9. you summarize the process of creating an animated video using Illustrator, Photoshop, and After Effects.

Learning Objectives

- 2.a. Research potential topics for video.
- 2.b. Determine a clear message, audience, and design style.
- 2.c. Examine headlines and photos that could communicate your main message.
- 2.d. Explore how to storyboard your video in Illustrator or Photoshop.
- 2.e. Explore After Effects for video creation.
- 2.f. Identify the importance of applying brand standards, design principles, elements, typography, color, layout, and marketing knowledge.
- 2.g. Engage in at least one critique of your design work.
- 2.h. Develop effective skills to critique design work.

3. Design a small-format poster for the same client as your animated video.

Assessment Strategies

- 3.1. Product
- 3.2. Presentation
- 3.3. Critique

Criteria

You will know you are successful when

- 3.1. you complete a poster for the same client as your animated video.
- 3.2. you use the same animated video artwork and brand assets to communicate your message.
- 3.3. you develop a clear message for the target audience.
- 3.4. you incorporate this poster to your animated video Behance project presentation.
- 3.5. you layout and assemble your final poster in Illustrator.
- 3.6. you engage in at least one critiques of your design work.
- 3.7. you explain your design solution in a group setting.
- 3.8. you summarize the process of creating a poster using Illustrator.

Learning Objectives

- 3.a. Determine a clear message, audience, and design style
- 3.b. Explore layout and assembly of your final poster in Illustrator.
- 3.c. Demonstrate effective use of brand standards, design principles, elements, typography, color, layout, and marketing knowledge when creating a poster.
- 3.d. Engage in at least one critiques of your design work
- 3.e. Apply effective strategies to critique work of self and others.

4. Design an email marketing blast for the same client as your animated video.

Assessment Strategies

- 4.1. Product
- 4.2. Presentation
- 4.3. Critique

Criteria

You will know you are successful when

- 4.1. you complete an email blast for the same client as your animated video.
- 4.2. you use the same animated video artwork and brand assets to communicate your message.
- 4.3. you develop a clear message for targeted audience.
- 4.4. you add this email blast to your animated video Behance project presentation.
- 4.5. you layout and assemble your final email blast in Mail Chimp.
- 4.6. you demonstrate effective use of brand standards, design principles, elements, typography, color, layout, and marketing knowledge in email blast.
- 4.7. you engage in at least one critiques of your design work.
- 4.8. you explain your design solution in a group setting.

- 4.9. you summarize the process of creating an email blast using a web-based email management program.

Learning Objectives

- 4.a. Determine a clear message, audience, and design style for your email blast.
- 4.b. Identify layout and assembly options for email blast in Mail Chimp.
- 4.c. Demonstrate effective use of brand standards, design principles, elements, typography, color, layout, and marketing knowledge.
- 4.d. Engage in at least one critiques of your design work
- 4.e. Justify your design solution.

5. Critique design work.

Assessment Strategies

- 5.1. Performance

Criteria

You will know you are successful when

- 5.1. you participate in more than two group critiques of your design work.
- 5.2. you value the diversity of opinions in your group.
- 5.3. you maintain an open mind to change your own design work.
- 5.4. you analyze others' design work providing positive, honest feedback to improve it.
- 5.5. you present your design solutions in a group setting.
- 5.6. you demonstrate that you value the opinions of others.

Learning Objectives

- 5.a. Compare the design work of others.
- 5.b. Value the diversity of opinions in the group.
- 5.c. Maintain an open mind to change their own design work.
- 5.d. Analyze others' design work by providing positive, honest feedback to improve it.
- 5.e. Justify design solutions in a group setting.
- 5.f. Determine if and how to act on feedback (i.e. revise work).

6. Qualify design solutions.

Assessment Strategies

- 6.1. Presentation

Criteria

You will know you are successful when

- 6.1. you align the proposed design solution to the project goals.
- 6.2. you identify the target audience for the design solution.
- 6.3. you convey a clear message through the design solution.
- 6.4. you maintain a consistent design style throughout the project.

Learning Objectives

- 6.a. Identify the project scope (time, budget, resources) and goals.
- 6.b. Prepare design solutions with project goal in mind.
- 6.c. Determine the target audience for the design solution.
- 6.d. Explore design style needed to convey message.
- 6.e. Engage in market research to qualify design work.

7. Influence others to believe in your design solutions.

Assessment Strategies

- 7.1. Performance

Criteria

You will know you are successful when

- 7.1. you propose your design solutions in a group setting.
- 7.2. you relate market research knowledge to influence a client's acceptance of design work.
- 7.3. you value the opinions of others while trying to influence them.
- 7.4. you speak with passion about the proposed design work.
- 7.5. you justify design solution based on market research.

- 7.6. you acknowledge when design work needs to be revised.

Learning Objectives

- 7.a. Propose your design solutions in a group setting
- 7.b. Relate market research knowledge to influence a client's acceptance of design work
- 7.c. Value the opinions of others while trying to influence them
- 7.d. Embrace personal convictions about your design work.
- 7.e. Expect that your design may need to change depending on the client's needs.

8. Integrate ethical decision making and behaviors into design work.

Assessment Strategies

- 8.1. Performance

Criteria

You will know you are successful when

- 8.1. you justify ethical use of copyrighted text, art, designs, and photographic images.
- 8.2. you promote ethical behavior while presenting and critiquing your work in a group setting.
- 8.3. you evaluate your own ethical behavior.

Learning Objectives

- 8.a. Defend the ethical use of copyrighted text, art, designs, and photographic images.
- 8.b. Apply ethical behavior while presenting and critiquing work in a group setting.
- 8.c. Evaluate your own ethical behavior.
- 8.d. Value your own personal and professional ethical behavior.

9. Develop entry-level job proficiency with industry standard design software.

Assessment Strategies

- 9.1. Product

Criteria

You will know you are successful when

- 9.1. you demonstrate ability to apply industry standard drawing software in course projects.
- 9.2. you demonstrate ability to apply industry standard photo-manipulation software to course projects.
- 9.3. you demonstrate ability to apply industry standard page layout software to course projects.
- 9.4. you demonstrate ability to apply industry standard web design software to course projects.

Learning Objectives

- 9.a. Develop proficiency with industry standard drawing software.
- 9.b. Develop proficiency with industry standard photo-manipulation software.
- 9.c. Develop job proficiency with industry standard page layout software.
- 9.d. Develop job proficiency with industry standard web design software.
- 9.e. Research changing technology aspects related to the industry.