Administrative Unit: Art Department
Course Prefix and Number: ARTS 416
Course Title: Graphic Design III

DIGITAL DESCRIPTIONS

STUDENT DESCRIPTION: PAY-HOUR DESCRIPTION:
# Cr Hrs - # Lec Hrs - # Lab Hrs Total # = Lec Hrs + Lab Hrs
3 - 0 - 6 4 = 0 + 6 \times \frac{2}{3}

Catalog Description: Product design, advertising, art promotion, Web design, corporate design, and production of a professional portfolio. Lab fee required. Prerequisites: ARTS 150 and ARTS 316. Offered Fall.

Prerequisites/Corequisites: ARTS 150 and ARTS 316.

Text: None

Course Objectives: Students concentrate on design and production of advertising. Development of a professional quality portfolio is a major goal.

Topical Outline:
1. Review of Graphic Design Process
2. Arts Promotion
3. Product Advertising
4. Web design
5. Self promotion

Recommended maximum class size for this course: 16

Prepared by: Mike Sleadd
Name Signature

Date: September 28, 2001

NOTE: The intention of this master course syllabus is to provide a general outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught, or where it is taught. This generic outline is not intended to restrict the way any individual faculty member teaches the course. The master syllabus, therefore, should be general enough to allow for a diversity of individual approaches to teaching the course, while at the same time it provides guidance on what the course should cover.