Course Number: GRD-241
Course Title: Graphic Design III

Textbook Information
(Opens in Barnes & Noble Search window)
http://waketen.bncollege.com/webapp/wcs/stores/servlet/TBWizardView?catalogId=10001&langId=-1&storeId=65227

Online and Hybrid Course Information

Students in Curriculum Education Online and Hybrid courses must complete the Course Entry Quiz during the first 10% of the course. The quiz can be found on the course’s Blackboard site on the first day of class. Students who fail to complete the quiz within the required time frame will be immediately marked as “NA” (Never Attending) and dropped from the class.

This class may include at least one proctored assignment and/or test that will require attendance at a testing center or an approved proctored location.

Course Description:
This course is an advanced exploration of various techniques and media for advertising and graphic design. Emphasis is placed on advanced concepts and solutions to complex and challenging graphic design problems. Upon completion, students should be able to demonstrate competence and professionalism in visual problem solving.

Software Used to Complete Coursework:
Adobe Creative Cloud (check with instructor for version)

Other Required Equipment:
Flash Drives/Cloud storage

Special Instructions:
Students should have ability to use a personal computer and Adobe Creative Suite software.

Credit Hours: Four (4) Semester Hours
Pre-requisites: Take One Group:
Take DES-136 GRD-110 GRD-152 or:
Take GRD-142 GRD-110 GRD-152

Co-requisites: None
**Course Goals:**
See Student Learning Outcomes

**Student Learning Outcomes:**
Upon successful completion, students will be able to demonstrate (through completion of class work and assignments):

- Present and defend your design work professionally
- Design & create portfolio quality packaging and labels for various products
- Design and develop portfolio quality graphic design solutions for a variety of mediums

**Grading:**

- Grading information for this course can be found in Blackboard

**Subject Areas:**
Note: The order in which these subject areas are presented may be changed/modified by your instructor. This list is offered only as a guide. The pace of each class differs according to the instructional needs of the students in the class. Always consult with your instructor.

- Print Advertising
- Print and web advertising project
- Mock-ups
- Icons and graphics for mobile
- Mobile advertising

**Employability Skills:**
Each student will be evaluated based on whether he or she demonstrates the skills that make them employable in their field. These skills may include, but are not limited to: promptness, presence, verbal articulation of subject matter concepts, quality of written communications, respect for their instructor, respect for their classmates, honorable presentation of original work, gracious acceptance of constructive criticism, attention to detail, and a dedication to excellence in their academic goals. These employability skills are direct reflections of the Wake Tech's Core Values. Ask your individual instructor about how employability skills will affect your grade, and your ability to work in your chosen field once you have completed your academic goals.

**Classroom Policies**

- Students are responsible for all of the information presented in the Wake Technical Community College Student Handbook
- Please note that computers are to be used at all times for official course purposes.
- Use of computers for general web surfing, e-mailing, chat room discussions, social networking, and any other non-course related task is forbidden. Violation of this rule will result in a grade deduction and possible loss of computer privileges.
- The college forbids the use of all audible electronic equipment during instructional time.
- Forbidden devices include but are not limited to: cell phones, smart phones, MP3 players, tablets, and PDAs.
• If you miss a lecture or arrive late, you are responsible for the material presented, handouts
distributed, and any announcements made that day. The instructor will not provide notes for
missed classes.

The Core Values of Wake Technical Community College
(Opens in a new window)
https://www.waketech.edu/catalog/history-statement-values-and-accreditation

Student Code of Conduct, Rights, and Responsibilities
(Opens in a new window)
https://www.waketech.edu/catalog/student-code-conduct-rights-and-responsibilities

Disability Support Services (DSS)
Disability Support Services (DSS) is available for students who require academic
accommodations due to any physical, psychological, or learning disability. To determine
eligibility, contact the office at 919-866-5670. Wake Technical Community College strives
to make its websites accessible and usable for people of all abilities. We continue to make
improvements and enhancements to our website accessibility features. If you find a feature
that is not accessible, or if you have an immediate need, please contact
accessibility@waketech.edu.

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