

**Common Course Outline**  
**CGVC 246**  
**Graphic Design for Communication**  
**3 Semester Hours**

**The Community College of Baltimore County**

**Description**

**CGVC 246 – 3 Credits – Graphic Design for Communication** explores the principles and elements of design and challenges students to produce creative solutions for promoting a variety of products and services. Emphasis is placed on building brand recognition and corporate identity through individual and team-based projects. Verbalizing and successfully presenting design solutions is an additional part of this course.

**3 credits; 2 lecture hours per week; 2 laboratory hours per week**

**Prerequisite: CGVC 202 or consent of the program coordinator**

**Overall Course Objectives**

Upon successful completion of the course the student should be able to:

1. work as the member of a design team;
2. use design processes effectively;
3. develop a branding strategy that clearly states a company's intended message and identity;
4. choose appropriate marketing strategies for business life cycles;
5. produce effective research to create theme-based design projects;
6. logically and efficiently explain and defend design concepts;
7. describe how a target market affects strategy;
8. demonstrate how words and pictures modify meaning;
9. design a multi-faceted ad campaign for accompany, product, or service;
10. identify types of signs, symbols and metaphors in visual communication; and
11. design deliverables including logos, mastheads, and print and web promotions.

**Major Topics**

- I. Group brainstorming, group division of tasks and group critique
- II. Using concept boards to gather assets including thumbnail sketches, color schemes, fonts, and imagery
- III. Presenting preliminary ideas verbally and visually
- IV. Differences between guerrilla marketing, viral marketing, and corporate marketing
- V. Assessing client needs through interview, research and brainstorming
- VI. Research methods and techniques
- VII. Presenting deliverables for different target markets
- VIII. Taglines, slogans, and brand names for developing identity
- IX. Effectiveness and value of brand consistency and continuity

- X. Designing a superior vector based logo that works in black and white and color at different scales to be incorporated consistently in the stationary and promotional documents of a company
- XI. Multi-paged projects that show mastery of organization of graphic content, visual style and appropriate marketing

### **Course Requirements**

Grading/Exams: Grading procedures will be determined by the individual faculty member but will include the following:

- A team-based exercise and/or project
- Six to eight in-class and/or take home exercises
- Three to four major projects
- A written proposal that describes a marketing/identity concept for a product or service

### **Other Course Information**

CGVC 246 is a required course in the Computer Graphics and Visual Communication Graphic Design degree option and certificates.

This course is taught in a computerized environment.

Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.