

VISUAL COMMUNICATION II

3.29.2017

WITH STUDENT LEARNING OUTCOMES

Visual Communication II (GD202, 2 credits) – Advertising & Communication Design Track

Course Description:

This course reinforces to students the principals and process of visual problem solving, expanding a visual vocabulary and applied analysis of perception, audience and environment. The course reinforces, then builds on the topics covered in Visual Communications I and requires students to use all of the skills that they have gained in their other classes to produce portfolio-quality pieces. Students will complete projects where they will be called upon to define subject matter, create original text and images as content, and produce cohesive visual statements. These pieces should demonstrate a developing awareness of a unique vision.

Prerequisite: Visual Communication I

Students will:

1. Develop a visual vocabulary that articulates written and verbal communication. (PC 1, 3, 4, 5)
2. Recognize, and interpret both physical and hard data, through a visual means. (PC 1, 2, 3, 4, 5)
3. Define and quantify a more complex visual problem, and summarize their outcomes and actionable items.(PC 1, 2, 3, 4, 5)

Required Texts: There is no required text for this course.

Supplementary Readings: There are no supplementary readings for this course.

Supplies:

HARDWARE:

- Apple MacBook Pro 2.5 GHZ 15-inch Retina Display with 512 GB Flash memory (\$2,429.00)
- Three-Year Apple Care warranty (\$239.00)
- G-Technology 500GB G-DRIVE mobile USB Portable Hard Drive (\$80.00)
- A mouse (\$25.00)

SOFTWARE:

- Microsoft Office, Student/Teacher edition (\$149.00)
 - Word, Excel, PowerPoint, Entourage/Outlook
- Adobe Creative Cloud subscription @ 19.99 per month with annual contract: \$ 240.00 / one year, \$480.00 two years.
- Adobe Creative Cloud subscription @ 29.99 on a month per month basis

Total Estimated Hardware & Software Cost: \$ 2,922.00 (\$3,402.00 with two year Creative Cloud subscription)

Supplemental Supplies: There are no supplementary supplies for this course.