

Course Outline

Course Code, Number, and Title:

MARK 2200: Marketing Communications Design

Course Format:

Lecture 3 h + Seminar 1 h + Lab 0 h

Credits: 3

Transfer Credit: For information, visit bctransferguide.ca

Course Description, Prerequisites, and Corequisites:

This introductory computer course introduces the student to current design software with an emphasis on acquiring entry level abilities to combine text, graphics, and photos to create promotional assets. The course is project based and will be conducted online with pre-recorded videos, articles, podcasts, etc. and a focus on practical assignments.

Learning Outcomes:

Upon successful completion of this course, students will be able to

- An understanding of the importance of good design as a business tool.
- Learn design and typographic principles to produce effective visual media for targeted audiences and to work with graphic designers.
- Understand and apply the FOCUS design process for proper evaluation and final project production.
- Demonstrate fundamental visual media, writing, and social media skills using industry-standard software, e.g., *MS Word*, *MS PowerPoint*, *Adobe CC Illustrator*, *Photoshop*, *InDesign*
- Produce visual media projects to demonstrate diverse creative skills, sound writing, and design understanding.
- Become an effective visual communicator to enhance work, home, business, non-profit, and community settings.

Instructor(s): TBA

Office: TBA

Phone: TBA

Email: TBA

Office Hours: TBA

Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

For textbook information, visit https://mycampusstore.langara.bc.ca/buy_courselisting.asp?selTerm=3|8

Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored

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on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.

Assessments and Weighting:

Final Exam %
Other Assessments %
(An example of other assessments might be:) %

Information currently unavailable, please consult Department for details.

Grading:

Specific grading schemes will be detailed in each course section outline.

Information currently unavailable, please consult Department for details.

Detailed Course Schedule:

Information currently unavailable, please consult Department for details

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

College Policies:

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

Departmental/Course Policies: