

CENTER FOR INNOVATIVE TECHNOLOGIES
MASTER COURSE DOCUMENT

GRD 290 Graphic Design Capstone

Course Description: Qualified students work in structured teams to develop graphic design deliverables for an external client. Activities include audience, client, and market analysis; and all phases of production of materials, from concept to completion. Students who do not successfully complete the course may make one additional attempt.

Prerequisites(s): Graphic Design Program Chair consent, and minimum 2.5 GPA	Corequisite(s): No corequisite
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Lecture Hours: 2	Lab Hours: 3	Credit Hours: 3
Lab Fee: 105	Supplemental Fee: 0	Purpose:
<input type="checkbox"/> Transfer Assurance Guide Course (TAG)	<input type="checkbox"/> Transfer Module Course (TM)	
Course Format: Lec/Lab	Grading: A/B/C/D/F/I	
Delivery Method: <input type="checkbox"/> Web	<input type="checkbox"/> Hybrid	x Classroom
Semesters Offered: <input type="checkbox"/> Fall	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer

Course Primary Text:

No Textbook Required	
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Supplemental Materials:

Up-to-date online materials and blogs

Course Outcomes:

1	Work individually and as part of a larger team for a real world client on a professional level.
2	Present professional work to the client, as part of a larger team, on stage in front of 150+ people.
3	Create professional-level design work.
4	Maintain a professional demeanor at all times.

Course Topics:

Week 1	First meeting with client. Research.
Week 2	Research client and begin developing creative brief
Week 3	Preliminary Design work
Week 4	Preliminary Design work
Week 5	Preliminary Design work
Week 6	Secondary Design work
Week 7	Secondary Design work

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Week 8	Midterm presentation to client
Week 9	Design, Creative Brief, and Marketing plan implementation
Week 10	Design, Creative Brief, and Marketing plan implementation
Week 11	Design, Creative Brief, and Marketing plan implementation
Week 12	Design, Creative Brief, and Marketing plan implementation
Week 13	Design, Creative Brief, and Marketing plan implementation
Week 14	Design, Creative Brief, and Marketing plan implementation
Week 15	Final presentation to client

Methods of Evaluation/Assessment

Project

Course Keeper: Jason K Caudill

Date Completed: April 11, 2019