A. Course Description

Credits: 4

Prerequisites: WRIT 280 Digital Tools for Writing and Communication A 4-credit 300-level writing course or instructor's consent.

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: Goal LS - Upper Division Liberal Studies, Goal EL - General Education/Liberal Studies Elect.

This course teaches students a systematic procedure for researching, designing, editing and evaluating documents that convey specialized information. The primary focus is on effective design of layout and information, whether documents are paper or digital. Document types discussed include promotional publications, Web pages and various kinds of product literature.

B. Course Effective Dates: 08/16/2012 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Advanced understanding and analysis of meeting the needs of various audiences. Develop project management skills, including creating a professional project proposal and timeline. Advanced knowledge and application of elements of design, to include page and text layout, color theory, and use of illustrations and photographs. Advanced ability to evaluate the effectiveness of an information product. Advanced understanding of principles of graphic design. Design and develop professional-looking publications for a variety of media.

2. Develop confidence in using professional software tools. Essentially integrate your works into a larger body in the form of an electronic and individual portfolio. Able to explain concepts of information design and visual rhetoric and analyze documents using the concepts. Apply advanced concepts of user-centered design to documents and conduct usability testing.

E. Learning Outcomes (MN Transfer Curriculum)

Goal LS - Upper Division Liberal Studies

None

Goal EL - General Education/Liberal Studies Elect.

None

G. Special Information

Prerequisites: WRIT 280 Digital Tools for Writing and Communication and a 4-credit 300-level writing course or instructor's consent.