Minnesota State University Moorhead

GDES 305: Visual Systems and Brand Identity

A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: 0

Lab Hours/Week: 4

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Visual systems and brand identity will begin with an introduction in designing visual systems. From there it will explore how to create a brand identity and the implementation of the brand strategy.

B. COURSE EFFECTIVE DATES: 02/27/2014 - 01/01/2021

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted