

Minnesota State University Moorhead

COMM 305: Imaging in Advertising and Public Relations

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Students will gain technical and conceptual skills in the manipulation of digital images for the fields of advertising and public relations. Projects involve acquiring images and producing creative manipulations that can be used for a variety of clients.

B. COURSE EFFECTIVE DATES: 09/09/2014 - 02/01/2017

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