

Minnesota State University Moorhead

COMM 305: Imaging & Photo Illustration

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

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: 02/02/2017 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Advanced application of concepts in visual communication such as the visual metaphor to creating imaging for advertising and publications. The application is Photoshop.

D. LEARNING OUTCOMES (General)

1. Students will gain technical and conceptual skills in the manipulation of digital images for the fields of advertising and public relations.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted