VCA 220 - VISUAL COMMUNICATIONS III

Course Description

Through this course, you will gain insight and introduction to the theory of advertising design and art direction through practice in researching, brainstorming, marketing, creative problem solving, copywriting and editorial planning of print and digital advertising, advertising campaigns, television storyboards and product branding. Traditional and digital best practices will be explored as students work on campaign voice and receiving/giving constructive criticism using industry terminology. Group 2 course.

Credit Hours

3

Contact Hours

4

Recitation Hours

4

Required Prerequisites

VCA 125

Corequisites

VCA 200

Recommended Prerequisites or Skills Competencies

ENG 112

General Education Outcomes supported by this course

Communications - Direct, Critical Thinking - Direct

Course Learning Outcomes

Knowledge:
- Articulate methodologies related to art direction and audience.
- Identify art direction and advertising principles used in campaigns.
- Describe historical influences on branding and influence in the advertising and brand development industries.

Application:
- Complete projects from start to finish.
- Solve strategy challenges in an Apple Certified Mac lab.
- Defend marketing choices to appropriate target audiences without bias.

Integration:
- Incorporate global industry standards of digital, social and print production in project development.
- Consolidate project strategy in creative briefs for presentation.

Human Dimension:
- Resolve issues in work through critiques and communication with others.
- Relate the impact of advertising history and persona in their lives.

Caring - Civic Learning:
- Debate how advertising or art direction can be used to influence or persuade others.
- Evaluate ethical practice in the power of design influence.

Learning How to Learn:
- Evaluate useful processes for self-directed learning.
- Interact constructively during critiques and discussions.