

GD 2510 - SIGN + SYMBOL

Credits: 3

This sophomore-level course develops the principles of semiotics and visual communication. Three principles are addressed in this course: Semantics, Syntactics, and Pragmatics. Students working as individuals and in teams will complete studio projects that address the nature of signs, symbols, pictograms, and logotypes. Upon successful completion of this course, students demonstrate an understanding of basic visual communication theory and practice.

Prerequisite: GD 2100 - Layout Design, GD 2210 - Vector Illustration, GD 2220 - Raster Image Processing

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Execute complex brand identity systems.	Project goes beyond the basics of brand development including but not limited to logo creation, brand typography, color palette, and imagery.	Project incorporates the basics of brand development which includes logo creation, brand typography, color palette, and imagery.	Project includes a limited use the basics of brand development which includes logo creation, brand typography, color palette, and imagery.	Project fails to include the basics of brand development which includes logo creation, brand typography, color palette, and imagery.	GD-1, GD-2, GD-4, GD-5, GD-6, GD-7, GD-9	Cultural Competence, Communication Competence, Design Competence, Critical Thinking
Apply brainstorming techniques, as well as peer review practices as part of the ideation process.	Creates at least 5 design variations (mock-ups) that are informed by research and human-centered design techniques to best embody the culture/brand	Creates at least 3 design variations (mock-ups) that are informed by research and human-centered design techniques to best embody the culture/brand	Creates only 1 design variation (mock-ups) that are informed by research and human-centered design techniques to best embody the culture/brand	Fails to create any design variations (mock-ups) that are informed by research and human-centered design techniques to best embody the culture/brand	GD-3, GD-4, GD-9,	Communication Competence, Critical Thinking
Analyze the differences and similarities between identity and brand.	Analyze the differences and similarities between identity and brand.	Illustrates the differences and similarities between identity and brand.	Recognizes the differences and similarities between identity and brand.	Fails to recognize the differences and similarities between identity and brand.	GD-2, GD-4, GD-5, GD-6, GD-8	Cultural Competence, Communication Competence, Critical Thinking