

## Course Description Form

Course number and section: VISA 268 001

Course Topic: Visual Communication

Credits: 3

Term: W1

Instructor: Myron Campbell

Concepts, principles, and techniques exploring areas of branding, logo design, icon design and illustration. This course will provide the students with a deep understanding of brands and their impact on our lives. The course is a launching pad for students to consider client-based work and applied art solutions to design challenges. Students will be given the opportunity to research, plan and create a new brand and will be challenged to consider that brand and its relevance to its target audience.

Tentative Reading List:

N/A

Other: