

AR 435: Graphic Design IV: Branding Systems

This course provides students the opportunity to explore the critical theory and professional practice of branding and identity design systems. Topics included range from app development to packaging design and prototyping. This course is for advanced design students. Both analog and digital methods of production will be implemented. Students will refine their software proficiency in the Adobe Creative Suite.

Hours: 3

Fees: \$160

Prerequisites:

Declared Art major and AR 3XX with a grade of a "C" or better.

Program: Art

Semester Offered:

Spring