

CAS 176 : Marketing Software Designer Basics

Provides a basic overview of marketing software design suites for professional graphic designers. Students will gain an understanding of the terminology used by the design and marketing industry. Coursework may include learning the basic skills of Canva, Photoshop, Illustrator, InDesign, and other marketing design software for the creation of composition and layout design.

Foundational elements and principles of art and design in relation to visual media production and the communicative arts. Topics include elements of composition, layout, color, typography, image manipulation, graphics creation, and design in visual media. Provides core competencies in digital visual communication arts tools. Recommended: Basic understanding of how to use the computer.

Credits 3

Prerequisites

or equivalent placement test scores

Subject

[Computer Applications Systems](#)

Course Outcomes

- Identify and describe the elements of composition and visual style within contemporary and historical art and design.
- Differentiate between different types of media and choose the appropriate medium and visual style for the content's message.
- Develop a skill set in digital content creation tools by completing tutorials and using software to create original works of art.
- Experiment with creative problem-solving and effective communication design by completing several creative exercises aimed at using different types of media.
- Identify and discuss strengths and weaknesses in one's design work by participating in peer reviews, discussing instructor feedback, and group activities.
- Distinguish between effective and ineffective visual design by identifying how the aesthetics of one's design and the chosen media change the message of the content.

Prerequisite Courses

[WR 115](#)

[RD 115](#)