
PRINT DESIGN

ARC 107**Print Design****3.0 UNITS**

This course will provide students with the necessary technical, conceptual and aesthetic knowledge to create effective designs for print that comprehensively communicate ideas through visual graphic form. Preparation of photos, graphics and text for use in layout and design will be thoroughly addressed. The use of typography and its integration with images to communicate specific ideas and content to a desired audience will also be a main focus of the course. Adobe InDesign, Illustrator and Photoshop software applications will be utilized.