DESIGN (DES)

DES 332   Visual Identity & Logo Design   3 Hours
This course focuses on the creation and development of visual identity and brand elements through a systematic and applied approach. Emphasizes comprehensive logo and identity creation from concept development through design and hands-on production. This course deals with preparing the components required to create a visual identity, brand standards, and style guide for an organization or business.
Prerequisite(s): ART 243 (may be taken concurrently)
Corequisite(s): ART 231
Restriction(s): Enrollment is limited to students in User Experience (1747) , Graphic Design (1762) or Visual Arts (514)
Recent Term(s) Offered: None