



Common Course Numbering System

Your current Institution is CCCS

Searching Current Courses For Spring 2026

Course: MGD 2003
Title: Design and Concept
Long Title: Design and Concept
Course Description: Covers the process of comprehensive problem solving of complex and advanced print design. Provides experience in digital production of designs, using multiple computer applications emphasizing concept.
Min Credit: 3
Max Credit:

Origin Notes:

CCD

STANDARD COMPETENCIES:

- I. Research subject (Reading 3)
- II. Create first design on computer following layout decisions (Computer Literacy 3)
- III. Participate in a mini-critique or group critique to fine tune and correct design (Speaking/Listening 3, Valuing Diversity3)
- IV. Present series to professional designer for critique (Speaking/Listening3)
- V. Meet with client (or study content specifications) to gain understanding of project and projected accomplishment of printed piece (Speaking/Listening III)
- VI. Develop thumbs and roughs by hand, considering content and message (Writing III)
- VII. Design on computer following layout decision (Computing III)
- VIII. Participate in mini-critique for refinement of design (Speaking/Listening III, Value Diversity III)
- IX. Present solution to client or to professional designer for critique (Speaking/Listening III, Value Diversity III)
- X Research publication design giving special consideration to demographic and design standards (Reading III)
- XI. Develop thumbs and roughs by hand, considering content and message (Writing III)
- XII. Design on computer following rough layout decisions (Computing III)

TOPICAL OUTLINE:

- I. Research and Exploration
 - A. Existing book design; articulating successes in design
- II. Publication Design

A. Book cover and back; original imagery

B. Inside front cover and back

C. Contents Page

III. Magazine Design

A. Research and exploration into magazine design; choosing topic

B. Logo design; grid structure; typeface articulation; original imagery (photography)

IV. Layout Design

A. Lead article; mast head; review page

B. Presentation of final layouts and process

Course Offered At:

Community College of Denver CCD
Front Range Community College FRCC

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