



MOORE NORMAN
TECHNOLOGY CENTER

Course Syllabus

Business Branding Materials with Photoshop
CM903

Hours: In Class 15 Clinical 0 Total 15

Description

Create custom collateral materials for your own business using Photoshop. In this short class you'll complete a business logo, cards, flyers, web banners, print and distribution ads, and much more! The skills learned here build perfectly on previous Visual Arts classes such as Beginning Photography, Business Skills for Visual and Performance Artists, and Photoshop Basics. And it leads to more in-depth knowledge of Adobe Photoshop.

Prerequisites

One or more Photoshop courses from MNTC or equivalent Photoshop experience.

Learning Objectives

- Explore quality branding specifics
- Create a business logo
- Create a business card and flyer
- Create a matching banner suitable for web graphics

Teaching Philosophy

We believe that instructors, staff, and administrators have a shared responsibility to provide: 1) innovative course design and instruction; 2) a safe, learner-centered environment; and 3) an authentic learning experience.

Student Responsibilities

To ensure a quality and safe learning environment, students are required to follow the Post-Secondary Student Behavior policy #560. This policy can be found at www.mntc.edu/board-policies. Printed copies are available upon request.