

**Spokane Falls Community College**  
**COURSE LEARNING OUTCOMES**

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<b>Prefix and Course Number:</b>	<b>GRDSN 111</b>
<b>Course Title:</b>	<b>Design Process II</b>
<b>Version Date: mm/dd/yyyy</b>	<b>10/21/2019</b>

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**Course Learning Outcomes**

Upon successful completion of the course, the student will be able to:

1. Define branding and the many aspects of a brand.
2. Classify the target audience, demographics, and budget by communication and observation of collected data and questions.
3. Research and collect designs from competitors as well as current design standards in order to strategically develop design concepts.
4. Develop concept sketches and thumbnails for design projects.
5. Communicate concept directions through one-on-one meetings and presentations.
6. Critique projects to assist in the improvement of client-based projects.
7. Revise and produce projects in accordance of understanding the stages of the design process in order to meet client/art directors satisfaction.