



COURSE OUTLINE: MKT215 - INTRO TO CRTVE APPS

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Course Code: Title	MKT215: INTRODUCTION TO CREATIVE APPS
Program Number: Name	2057: BUSINESS - MARKETING
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2024-2025
Course Description:	In this course, students will be introduced to and explore the technology and tools that are used by marketing professionals to develop marketing materials such as logos, advertisements and marketing materials. Students will gain a foundational understanding of graphic design principles used in the creation of print and digital media.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course:	2057 - BUSINESS - MARKETING
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 1 contribute to the development of a marketing* plan that will meet the needs or goals of a business or organization
	VLO 2 contribute to the development of an integrated marketing communication plan* of a product*, concept, good, and/or service based on an identified market need or target
	VLO 4 contribute to the development of strategies for the efficient and effective placement/distribution of a product*, good, and/or service to respond to an evolving market
	VLO 8 communicate marketing information persuasively and accurately, in oral, written, graphic and interactive media formats
	VLO 11 develop learning and development strategies to enhance professional growth in the field
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 10 Manage the use of time and other resources to complete projects.
	EES 11 Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	Passing Grade: 50%, A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.



Books and Required Resources:

No textbook is required for this course

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Describe the significance of Graphic Design & Visual Communication	1.1 Describe the role of graphic design in visual communication. 1.2 Identify and analyze key elements and principles of effective graphic design. 1.2 Explain the fundamental elements of design.
Course Outcome 2	Learning Objectives for Course Outcome 2
Develop an understanding of raster vs vector-based design.	2.1 Distinguish between raster and vector graphics, including their appropriate uses. 2.2 Analyze the advantages and limitations of raster vs. vector graphics. 2.3 Evaluate real-world scenarios to determine whether raster or vector graphics are more suitable for specific projects.
Course Outcome 3	Learning Objectives for Course Outcome 3
Explore digital design and describe how to create assets for digital media.	3.1 Develop digital assets that are optimized for different types of digital media, including web, social media, and more. 3.2 Analyze the technical aspects of digital design. 3.3 Describe the principles and techniques of responsive design and how to create digital content that adapts seamlessly to various screen sizes and devices, ensuring an optimal user experience across different platforms.
Course Outcome 4	Learning Objectives for Course Outcome 4
Describe print media and how to create assets for print.	4.1 Design print materials, such as brochures, posters, and business cards, that meet industry standards for printing. 4.2 Apply knowledge of colour theory in creating effective print layouts. 4.3 Evaluate the technical requirements for preparing print-ready files, including resolution, bleed, and file formats.
Course Outcome 5	Learning Objectives for Course Outcome 5
Create assets for social media using tools such as Adobe Express.	5.1 Describe the basic uses of Adobe Express. 5.2 Adapt design elements to suit various social media platforms, considering factors like size, format, and audience engagement. 5.3 Create visually engaging social media graphics using Adobe Express.
Course Outcome 6	Learning Objectives for Course Outcome 6
Explore the fundamentals of the web and how to create assets for websites.	6.1 Design web graphics that enhance the user experience while ensuring fast load times and compatibility across browsers. 6.2 Integrate responsive design principles to ensure assets look great on all devices. 6.3 Implement basic web standards and accessibility guidelines



		in various web design projects.
	Course Outcome 7	Learning Objectives for Course Outcome 7
	Demonstrate the ability to manage creative assets, licenses, and stock libraries.	7.1 Organize and maintain a digital library of creative assets, ensuring proper file management and version control. 7.2 Navigate and adhere to licensing agreements for stock images and other third-party resources. 7.3 Explore AI generative imagery.
	Course Outcome 8	Learning Objectives for Course Outcome 8
	Create assets for a final campaign using Adobe Express.	8.1 Develop a cohesive visual campaign using Adobe Express, incorporating branding, messaging, and design principles. 8.2 Present final campaign, explaining design choices and strategy. 8.3 Reflect on and assess the effectiveness of the campaign based on predefined objectives and audience feedback.
Evaluation Process and Grading System:		
	Evaluation Type	Evaluation Weight
	Creative assignments	35%
	Final project - cohesive ad campaign	35%
	Quizzes	30%
Date:	May 16, 2024	
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.	