

MESABI RANGE COLLEGE

Course Outline

Course Title: Introduction to Media

Submitted By: Paul
McLaughlin

Semester Course Prefix and Number: GRAP 1226

Approval Date:

Old Quarter Course Prefix and Number:

Revision Date: April 2015

Number of Credits: 2

Number of Lecture Credits: 1

Semester(s) Offered:

Number of Lab Credits: 1 Number of Lab Hours: 2

Class Size: 22

Number of Studio/Demonstration/Internship Credits:

Negotiated by AASC on:
(date)

Course Purpose Code:

_____ 0 – Developmental Courses

_____ 1 – Non-transferable

X 2 – Technical course related to career programs

_____ 3 – College course which has the primary goal of applying certain concepts (e.g. vocal ensemble)

_____ 4 – Other college course not considered a part of MNTC (e.g. computer science, health, physical education)

_____ 5 – Course which is intended to fulfill the Minnesota Transfer Curriculum (MNTC) requirements or intended for transfer.

_____ 9 – Continuing Education/Customized Training specialized credit course (not occurring in 0-5)

Catalog Description:

This course provides students an overview of the Graphic/Design/Media Industry. Through this course, students will discover and explore the job opportunities in the graphic communications industry. In addition, students will be introduced to all types of media and will gain a greater understanding of the role of Graphic/Media plays in society.

Prerequisites and/or recommended entry skills/knowledge:

Course Prerequisite(s):

Reading Prerequisite:

Composition Prerequisite:

Mathematics Prerequisite:

Career Programs and Transfer Majors Accessing this Course:

Minnesota Transfer Curriculum Goal(s) partially met by this course if applicable:

(Notes: No more than two goals may be met by any one course. AASC review and the Chief Academic Officer's approval are required.)

0. x None

1. _____ Communications

2. _____ Critical Thinking

3. _____ Natural Sciences

4. _____ Mathematical/Logical Reasoning

5. _____ History and the Social and Behavioral Sciences

6. _____ The Humanities and Fine Arts

7. _____ Human Diversity

8. _____ Global Perspectives

9. _____ Ethical and Civic Responsibility

10. _____ People and the Environment

Learning Outcomes: (including any relevant competencies listed in the Minnesota Transfer Curriculum)

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

1. Define the graphic communications industry.
2. Describe the size and economic value of the industry to include, employees, number of establishments, revenue and profit levels.
3. Identify the types of business and organizations that comprise the industry.
4. Review the types of products and services provided by the industry.
5. Evaluate the use and value of different types of printing to a customer.
6. Describe the markets that use printing: to include direct mail, books, magazines, stationary and packaging.

Student Assessment Methods:

Student Portfolio, Quizzes

Use of Instructional Technology: (includes software, interactive video and other instructional technologies):

Smart Board, video, I Mac and pc work stations.

Additional Special Information: (special fees, directives on hazardous materials, etc.)

Transfer Information: (Please list colleges/majors that accept this course in transfer.)

Bemidji State University
University of MN Duluth

Affiliated Mesabi Range College Courses and Programs:

Approvals:

Body	Representative Signatures	Date
Faculty Association		
Academic Affairs Standards Committee		
Chief Academic Officer		

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