

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
ART 209 – CREATIVE CONCEPTS AND WRITING (3 CR.)**

Course Description

Focuses on the generation of creative verbal/visual concepts and the techniques of effective written communication necessary for success in the graphic design industry. Lecture 3 hours per week.

General Course Purpose

This course will introduce the skills necessary for writing and concept development for the communication design business. Students will be introduced to persuasive writing for specific audiences as well as for a variety of media including print and interactive design.

Course Prerequisites/Co-requisites

ENG 111 or equivalent or division approval.

Course Objectives

Upon completing the course, the student will be able to:

- Develop concepts and support them through written articulation
- Create written documents for the design business
- Utilize text with image to communicate a concept
- Critique using the language of design
- Write basic text for the web
- Analyze and write advertisements for specific audiences
- Create and write advertisements for a variety of media
- Write sequentially for storyboards
- Prepare text for specific design requirements such as informational graphics

Major Topics to be Included

- Written descriptions to visualize a concept
- Evoking emotion
- Organization and development of a written design brief
- Development of creative rationales
- Research, attribution, and credits
- Conceptual development strategies
- Advertising writing for print, web, and broadcast
- Developing a call to action
- Proposal writing
- Formatting, editing, and proofing content
- AP Style