

Course Title: GDT-215 Typography

Course Leader: Ellen Smith

Expected Learning Outcomes for Course

- A. The student will learn how to set and proof type on both Macintosh G5 and Gateway PC, using QuarkXPress and/or InDesign.
- B. The student will learn the history of type, typesetting and typography.
- C. The student will gain an understanding of how to handle digital type files for print production.
- D. The student will learn how typography is used in the field of graphic design to solve visual problems

Assessment

(How do students demonstrate achievement of these outcomes?)

- Students complete lessons from text book
- Students will create eight original projects in Adobe Illustrator. The projects must follow the graphic design process including statement, research, sketches, designs, through to comprehensives

The projects are graded on a rubric found in Graphic Design Solutions by Robin Landa and modified by faculty where appropriate.

- A grade for in class participation in critiques
- 8 projects
- Two quizzes on topics from textbook

Validation

(What methods are used to validate your assessment?)

- Physical evidence of completed design projects
- Many of these projects are included in final portfolios
- Visible improvement in design over the course of the semester

Results

(What does the data show?)

Follow-up

(How have you used the data to improve student learning?)

Budget Justification

(What resources are necessary to improve student learning?)

Professor would like to start entering student work in appropriate graphic design shows, contests and magazines. There are entry fees.