Course Title: GDT-246 Graphic Design II

Course Leader: Ellen Smith

Expected Learning Outcomes for Course

A. The student will continue to implement the principles and elements of graphic design.
B. The student will learn how to identify the visual and technical skill areas at which they excel.
C The student will gain knowledge of the more complex graphic design projects.
D. The student will create a capstone portfolio of graphic design projects presented in a portfolio, and possibly on a Website or CD.

Assessment
(How do students demonstrate achievement of these outcomes?)

Students will create 8 projects (including portfolio.) 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.
- Five projects
    - Identity and Branding
    - Book covers
    - Poster
    - Public service announcement
    - Gourmet Food Package

  Capstone project
    - Portfolio
    - Letterhead, resume, envelope

- a grade for in class participation in blog
- Two vocabulary quizzes

Validation
(What methods are used to validate your assessment?)

- Physical evidence of completed projects
- Visible improvement in design and thought in projects
- Many of the projects will be suitable for the student's portfolio
- A portfolio will be created

Results
(What does the data show?)

- A "portfolio review process" has been started
- This year the Portfolio review was held on April 29, 2011. Ten students brought their portfolios

- Students are finding jobs in the field and going on the four year institutions

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

- Instructor has increased emphasis on typography
- Instruct will decrease number of Photoshop documents in portfolios
- Instructor will print portfolio pieces on better paper

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.