

**Course Title: GDT-146 Graphic Design I**

**Course Leader: Ellen Smith**

**Expected Learning Outcomes for Course**

- A. The student will be able to identify, apply and discuss the principles and elements of graphic design.
- B. The student will be able to apply the steps in the visual design process.
- C. The student will be able how to solve visual communication problems using these design principles and elements.
- D. The student will be familiar with the field of graphic design and how it works

**Assessment**

(How do students demonstrate achievement of these outcomes?)

Students will create 4 projects. The projects must follow the graphic design process including statement, research, sketches, designs, and comprehensives.

The projects are graded on a rubric

- Ad redesign
- Ad design
- Logotype
- Poster
- a grade for in class participation in critiques and BLOG
- Three vocabulary quizzes

**Validation**

(What methods are used to validate your assessment?)

- Physical evidence of completed projects
- Three exams

**Results**

(What does the data show?)

- Students can complete design projects with results that vary in quality and skill level
- Student are weak in verbal skills and uncomfortable presenting their work to their peers
- Students do not explore possibilities sufficiently to come up with solutions that show a great deal of thought and experimentation
- A few of the projects from graphic design I will make it into the final portfolio in graphic design II

## Course Outcomes Guide #4

### **Follow-up**

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

- Instructor has increased emphasis on verbal and critical design skills more than in the beginning
- Began including exams. Recorded results on five (5) questions from the FA11 semester and will add to FA12 semester. Questions are important topics related to visual elements of contrast, alignment, repetition and proximity.

### **Budget Justification**

(What resources are necessary to improve student learning?)

Current version of software to match current version of textbook