Course Title: GDT-116 Digital Imaging using Adobe Photoshop   Date: 6/11/13

Course Leader: Ellen Smith

Expected Learning Outcomes for Course
  A. Be able to demonstrate critical thinking skills to solve visual problems using Adobe Photoshop CS6.
  B. Demonstrate knowledge of Adobe Photoshop CS6 by selecting and applying appropriate tools to complete a variety of specific graphic design exercises.
  C. Demonstrate knowledge of specific issues relative to digital imaging including image resolution, files size, input (scanning, downloading, uploading) output (print issues)
  D. Demonstrate knowledge of how Adobe Photoshop CS6 is used in the graphic design field for a variety of production processes including WEB and Print.

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

  • Completion of four graded projects. The projects are graded on a rubric originally found in Graphic Design Solutions by Robin Landa and modified by faculty where appropriate.
      Graded projects:
      Postcard
      Gate fold brochure
      Newsletter
      Instruction manual
  • A grade for in class participation in critiques and online discussion of images for online version of the course
  • A grade for completion of exercises from the text book, Adobe Classroom in a book CS6
  • A midterm and a final taken from Adobe Classroom in a book CS6

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

  • Adobe Classroom in a book CS6 is used as the textbook because it is the company that creates Adobe Photoshop CS6 and this is the current standard in the field
  • Physical evidence of completed exercises and design projects
  • Many of these projects are included in final student portfolios
  • At times, the course has been taught by different adjunct instructors, however the materials, midterm and final, as well as projects will be exactly the same for the next two semesters.
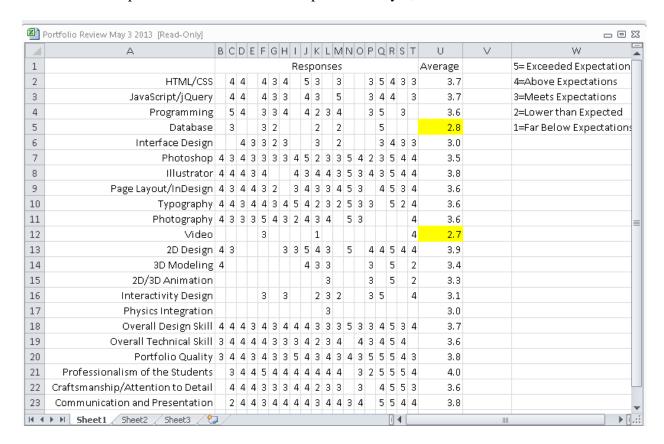
Results
(What does the data show?)

We have instituted a "portfolio review" which has been used to "close the loop" for the GDT (WEB and SDE) programs. Students have created projects that have been included in their portfolios in this course, GDT-116. The portfolios are presented at a portfolio review. The GDT

(and SDE and WEB) program is evaluated as a whole in this process. Below is the most recent results from our portfolio review which took place on May 3, 2013.

Portfolio Review May 3 2013 [Read-Only]

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U (Average)	W
						Responses														Average	5= Exceeded Expectation
HTML/CSS	4	4		4	3	4		5	3		3			3	5	4	3	3		3.7	4=Above Expectations
JavaScript/jQuery	4	4		4	3	3		4	3		5			3	4	4		3		3.7	3=Meets Expectations
Programming	5	4		3	3	4		4	2	3	4			3	5		3			3.6	2=Lower than Expected
Database	3			3	2			2		2				5						**2.8**	1=Far Below Expectations
Interface Design		4	3	3	2	3			3		2				3	4	3	3		3.0	
Photoshop	4	3	4	3	3	3	3	4	5	2	3	3	5	4	2	3	5	4	4	3.5	
Illustrator	4	4	4	3	4			4	3	4	4	3	5	3	4	3	5	4	4	3.8	
Page Layout/InDesign	4	3	4	4	3	2		3	4	3	3	3	4	5	3		4	5	3	3.6	
Typography	4	4	3	4	4	3	4	5	4	2	3	2	5	3	3		5	2	4	3.6	
Photography	4	3	3	3	5	4	3	2	4	3	4		5	3				4		3.6	
Video				3				1										4		**2.7**	
2D Design	4	3			3	3	5	4	3		5		4	4	5	4	4			3.9	
3D Modeling	4					4	3	3			3		5		2					3.4	
2D/3D Animation								3			3		5		2					3.3	
Interactivity Design				3		3		2	3	2		3	5			4				3.1	
Physics Integration								3												3.0	
Overall Design Skill	4	4	4	3	4	3	4	4	4	3	3	3	5	3	3	4	5	3	4	3.7	
Overall Technical Skill	3	4	4	4	4	3	3	3	4	2	3	4		4	3	4	5	4		3.6	
Portfolio Quality	3	4	4	3	4	3	3	5	4	3	4	3	4	3	5	5	5	4	3	3.8	
Professionalism of the Students	3	4	4	5	4	4	4	4	4	4	4		3	2	5	5	5	4		4.0	
Craftsmanship/Attention to Detail	4	4	4	3	3	3	3	4	4	2	3	3		3		4	5	5	3	3.6	
Communication and Presentation	2	4	4	3	4	4	4	4	3	4	4	3	4		5	5	4	4		3.8	

Sheet1 / Sheet2 / Sheet3

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

While not specific to this data… the course has been improved during the process of creating an online version. Every exercise in CIB Adobe Photoshop CS6 will be recorded as a step x step video. This will be available to online and classroom students. Also, a common midterm and final has been created as well as weekly quizzes.

Budget Justification
(What resources are necessary to improve student learning?)

On previous COGs money was requested for validation via competitions. These are the results:

We have successfully (entries accepted but did not win awards… in the graphic design field, being accepted is a fairly high bar to begin with) several a yearly poster competition called "Poster Clash) sponsored by the Blue Ridge AIGA.

HCC's team **WON** Mockup, in FA 2012. This is a school team vs school team competition created by the Blue Ridge AIGA.