Course Title: GDT-146 Graphic Design I   Date: 6/11/13

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 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 a minimum of 4 graded projects. The projects must follow the graphic design process including statement, research, sketches, designs, and comprehensives as well as participate in critiques

The projects are graded on a rubric found in <u>Graphic Design Solutions</u> by Robin Landa and modified by faculty over the years.
- Ad redesign
- Logotype
- Poster
- Ad for competition

Grade for in class participation in critiques and their BLOG
Grade for homework and visual exercises
Quizzes from Textbook plus a midterm and a final (Textbook is The Non-designers Design Book by Robin Williams)

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.
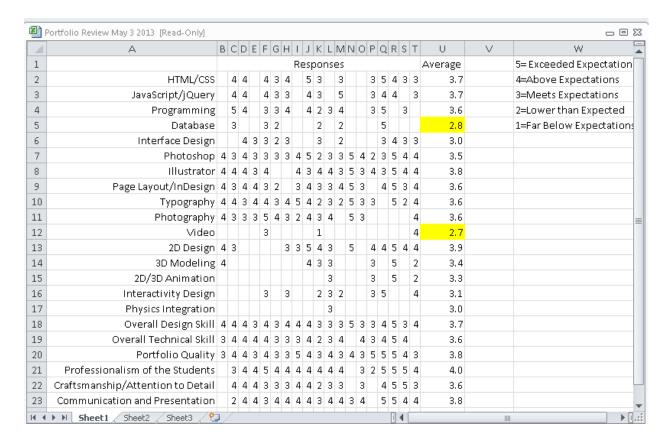
Results
(What does the data show?)

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-143. 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.

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	Average (U)		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	4	5	3		4	5	3	4	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		

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.