Course Title: GDT-215 Typography   **Date: June 11, 2013**

Course Leader: Ellen Smith

Expected Learning Outcomes for Course

- The student will be able to set and proof type
- The student will be knowledgeable regarding the history of type, typesetting and typography.
- The student will be able to handle digital type fonts for print production.
- The student will be able to use typography to solve visual problems

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

- Students complete lessons from the text book which is *Exploring Typography* by Tova Rabinowitz
- Students create eight original graphic design projects in Adobe Illustrator or InDesign in which they learn how to include typography as part of the design process. 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 over the years.
- A grade for in class participation in critiques or online design exercises
- 8 projects
- A midterm and a final based on quizzes from the 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?)
  Average score on midterm and final exams.

	Midterm	Final		
GDT-215 SP13	68.44	90.91		
GDT-215 SP12	71.45	84.82		

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-215. 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)	V	W
1								Responses													Average		5= Exceeded Expectation
2	HTML/CSS	4	4		4	3	4		5	3		3			3	5	4	3	3		3.7		4=Above Expectations
3	JavaScript/jQuery	4	4		4	3	3		4	3		5			3	4	4		3		3.7		3=Meets Expectations
4	Programming	5	4		3	3	4		4	2	3	4			3	5		3			3.6		2=Lower than Expected
5	Database	3			3	2			2		2				5						2.8		1=Far Below Expectations
6	Interface Design		4	3	3	2	3			3		2			3	4	3	3			3.0		
7	Photoshop	4	3	4	3	3	3	3	4	5	2	3	3	5	4	2	3	5	4	4	3.5		
8	Illustrator	4	4	4	3	4			4	3	4	4	3	5	3	4	3	5	4	4	3.8		
9	Page Layout/InDesign	4	3	4	4	3	2		3	4	3	3	4	5	3		4	5	3	4	3.6		
10	Typography	4	4	3	4	4	3	4	5	4	2	3	2	5	3	3		5	2	4	3.6		
11	Photography	4	3	3	3	5	4	3	2	4	3	4		5	3				4		3.6		
12	Video				3				1										4		2.7		
13	2D Design	4	3			3	3	5	4	3		5		4	4	5	4	4			3.9		
14	3D Modeling	4					4	3	3			3		5		2					3.4		
15	2D/3D Animation							3			3		5		2						3.3		
16	Interactivity Design			3		3			2	3	2		3	5		4					3.1		
17	Physics Integration								3												3.0		
18	Overall Design Skill	4	4	4	3	4	3	4	4	4	3	3	3	5	3	3	4	5	3	4	3.7		
19	Overall Technical Skill	3	4	4	4	4	3	3	3	4	2	3	4		4	3	4	5	4		3.6		
20	Portfolio Quality	3	4	4	3	4	3	3	5	4	3	4	3	4	3	5	5	5	4	3	3.8		
21	Professionalism of the Students	3	4	4	5	4	4	4	4	4	4	4		3	2	5	5	5	5	4	4.0		
22	Craftsmanship/Attention to Detail	4	4	4	3	3	3	3	4	4	2	3	3		3		4	5	5	3	3.6		
23	Communication and Presentation	2	4	4	3	4	4	4	4	4	3	4	4	3	4		5	5	4	4	3.8		

Sheet1 / Sheet2 / Sheet3

The students are unfamiliar with the idea of included the written message in their design. Often students will understand composition in photography or painting and just insert a line of text, like a caption under the image. It is important to give students practice using type as part of the communicated message. This has been improved using the "Three Critique" process.

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

- Instructor has redesigned the course process. Students are now required to submit each graded project a minimum of three times (three critique process). Each time, the project is critiqued by the class together. The student is instructed to take notes, implement whichever suggestions they feel will help the project and present the project again. This has been very helpful. Students now create a wordpress BLOG so their work is visible to other students right away. There is much more give and take in the class room.

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.