

**Course Title: GDT-246 Graphic Design II      Date: 6/11/13**

**Course Leader: Ellen Smith**

**Expected Learning Outcomes for Course:**

**STUDENT LEARNING OUTCOMES**

After successfully completing this course a student will be able to:

- A. Implement the principles and elements of graphic design to solve a visual design problem
- B. Identify the visual and technical skill areas at which they excel.
- C. Demonstrate knowledge of the typical graphic design projects such as business identity, brochures, advertising campaigns, magazine layout, web site design, etc.
- D. Present a capstone portfolio of graphic design projects presented in a portfolio, and possibly on a Website or CD.
- E. Demonstrate the ability to take a project from concept through finished product using the graphic design process

**Assessment**

(How do students demonstrate achievement of these outcomes?)

Students will create a minimum of 6 graded projects + a personal identity piece + a resume + a portfolio and/or website. 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 Graphic Design Solutions by Robin Landa and modified by faculty over the years.
  - Three dimensional gourmet product
  - Logotype
  - Poster
  - A non-profit advertising campaign
  - To be determined
  - To be determined
- 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 (*Creative Workshop* by David Sherwin, 978-1600617973, HOW Books)

**Validation**

(What methods are used to validate your assessment?)

- Physical evidence of completed exercises and design projects
- Many of these projects are included in final student portfolios
- The final portfolio is completed in this course and students must present it at the portfolio review

**Results**

(What does the data show?)

## Course Outcomes Guide #4

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-246. 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]																		U	V	W			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	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	4		4.0		
22	Craftsmanship/Attention to Detail	4	4	4	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	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?)

Based on feedback from the portfolio reviews of the past, we have increased the time for each review, and assigned each student to a reviewer ahead of time. Several suggestions were made that we are looking at implementing. One of them is to have each reviewer complete a form and share it with the student.

### 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.

## Course Outcomes Guide #4