Course Title: GDT-142 Digital Illustration using Adobe Illustrator   Date: 6/26/14

Course Leader: Ellen Smith

Expected Learning Outcomes for Course

A Apply critical thinking skills to solve visual problems using Adobe Illustrator CC
B Demonstrate knowledge of Adobe Illustrator CC by selecting and applying appropriate tools to complete a variety of specific graphic design exercises
C. Demonstrate knowledge of specific technical issues relative to the of vector files including resolution, prep for internet use, convert to bitmap, and output (print issues)
D. Demonstrate knowledge of how Adobe Illustrator CC is used by designers for a variety of production processes including WEB, Multi-media and Print

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

- Students create 4 original design projects in Adobe Illustrator. The projects must follow the graphic design process including statement, research, sketches, designs, through to comprehensives.
- Students complete lessons from Adobe Classroom in a book CC
- Students must print out their projects at a large size, as well as prepare files for upload to the internet as well as Moodle
- Students participate in weekly online discussions or explorations share in Moodle discussion area.

The projects are graded on a rubric that includes:
Four graded projects
  - Mythological creature
  - Radial symmetry
  - Web Icons
  - Portrait or self portrait
- A grade for in class participation in critiques and online discussion of images for online course
- A grade for completion of exercises from the text book, Adobe Classroom in a book CC
- A midterm and a final taken from Adobe Classroom in a book CC

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

- Adobe Classroom in a book CC is used as the textbook because it is the company that creates Adobe Illustrator CC 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 have been exactly the same for the last four 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-142. 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 2, 2014. The Illustrator topic received a 3.8.

	Responses	Average	
Photoshop	3 3 5 4 4 3 3 3 4 3 3 3 5 4 4 3	3.6	5= Exceeded Expectations
Illustrator	4 3 5 4 4 3 3 3 5 4 4 2 5 4 4 3	3.8	4=Above Expectations
Indesign	2 5 4 1 3 3 2 4 4 3 5 3 4 2	3.2	3=Meets Expectations
Dreamweaver	2 3 4 4 4	3.4	2=Lower than Expected
Permier	4 3	3.5	1=Far Below Expectations
HTML	3 3 5 4 4 4 5 3 4	3.9	
CSS	3 4 4 4 3 4	3.7	
JavaScript/jQuery	3 3 4 3 3 3	3.2	
PHP	3 4 3	3.3	
SQL	4 3	3.5	
3D Modelling/Animation	3 2 3	2.7	
2D Animation	3 2 3 3 4	3.0	
Lightroom	4	4.0	
Game Engines	4 2 4	3.3	
Physics Integration	4 2 3	3.0	
Game Scriptin and Programming	4 3 4	3.7	
Photography	3 5 3 3 3 3 2 5 4 5	3.6	
Video	2 2 3	2.3	
Typography	4 2 3 3 4 2 3 3 5 3 2 2 5 4 5 2	3.3	
Use of Narrative	3 3 3 4 4 3 3 5 3 4 4	3.5	
Interactivity Design	4 5 4 4 4	4.2	
2D Design	3 3 3 4 4 3 3 3 5 4 5 5 5	3.8	
Portfolio Quality	4 3 3 4 4 4 3 3 4 3 2 4 5 5 5 3 3	3.6	
Professionalism	5 3 3 3 5 5 5 4 4 3 3 5 4 3 3	3.9	
Craftsmanship/Attention to Detail	3 2 3 3 3 4 2 5 3 3 3 5 4 5 2	3.3	
Communication and Presentation	3 3 4 5 4 3 4 5 4 3 4 5 4 5 3 3	3.9	
Overall Design Skill	3 3 4 4 3 3 3 3 4 3 4 3 5 4 5 3	3.6	
Overall Technical Skill	3 3 4 4 3 3 3 2 4 3 4 3 5 4 5 4 3	3.5	

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 Illustrator CC has been recorded as a step x step video. This is 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?)

We currently have sufficient resources to teach this course.