

Course Title: GDT-146 Graphic Design I Date: 6/26/14

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.

- Ad redesign
- Logotype
- Poster
- Ad for competition

Grade for in class participation in critiques and their online discussion board

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?)

- 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-146. 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.

Course Outcomes Guide #4

	Responses													Average					
Photoshop	3	3	5	4	4	3	3	3	4	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	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?)

This course is all about graphic design. If the portfolios look good (quality 3.6) then the course has covered what it needs to cover.

Budget Justification

(What resources are necessary to improve student learning?)

There are no additional funds requested