Course Title: GDT-246 Graphic Design II   Date: 6/26/14

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
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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.
    - 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 Discussion section
- Grade for portfolio

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?)

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 2, 2014. Portfolio quality rated a 3.6

	Responses	Average
			5= Exceeded Expectations
Photoshop	3 3 5 4 4 3 3 3 4 3 3 3 5 4 4 3	3.6	4=Above Expectations
Illustrator	4 3 5 4 4 3 3 3 5 4 4 2 5 4 4 3	3.8	3=Meets Expectations
Indesign	2 5 4 1 3 3 2 4 4 3 5 3 4 2	3.2	2=Lower than Expected
Dreamweaver	2 3 4 4 4	3.4	1=Far Below Expectations
Permier	4 3	3.5	
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?)

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?)

None are requested, we are able to offer this course with the current resources.