

## Course Outcomes Guide (COG)

**Directions:** Please complete this form to document your progress toward improving student learning. For each item, indicate your progress and your anticipated next steps. Thank you!

**Course Title:** Intro to Graphic Design

**Date:** 6/15/16

**Course Team:** Sean Maher

### Expected Learning Outcomes

- Students will show technical proficiency in raster Image Manipulation by creating layer based images optimized for specific applications and showing comprehension of raster software.
- Students will show technical proficiency in vector image manipulation by creating images appropriate to specific applications and showing comprehension of vector software.
- Students will be able to discuss their knowledge of theory and vocabulary of their field in a professional manner through written and verbal communications as well as demonstrated in their work and analyze those terms in their own and others works.
- Students will demonstrate typographic skill through proper kerning, leading, tracking, legibility, alignment, and font selection and placement in their bodies of work.
- Students will demonstrate layout and composition in their pieces through the use of balance, hierarchy, emphasis, unity, movement, contrast, rhythm, focus, use of grids and white space.
- Students will be able to defend their own work and professionally critique other's through oral and written arguments that evaluate diverse users/audiences, technical issues, and design choices related to client needs.
- Students will demonstrate knowledge of color by identifying and selecting proper color models and creating professional color palettes according to project requirements.

**Assessment** (How do or will students demonstrate achievement of each outcome? Please attach a copy of your assessment electronically.)

Students are assessed 3 times; once for each project they complete. The rubric awards points based on completion of outcomes. (Photoshop-Project-MusicCover.docx, Project-Illustrator-BiographicalPoster.docx, Project-Menu.docx)

**Validation** (What methods have you used or will you use to validate your assessment?)

These results are compared to the results of the student portfolio review.

**Results** (What do your assessment data show? If you have not yet assessed student achievement of your learning outcomes, when is assessment planned?)

Outcomes assessment for this is on a 5 point scale. All outcome averages are above 3. The lowest outcome is 3.1 in Print, which is creating materials that are ready to properly print. This is expected as it is an introductory class.

Overall scores were lower in Fall 2015 (3.1 - 4.4), and higher in Spring 2016 (3.4 – 4.5). Enrollment was lower in Fall 2015 (25), and higher in Spring 2016 (32). Students scoring an average of less than 3 were higher in the Fall 2015 (10), and lower in Spring 2016 (5)

**Follow-up** (How have you used or how will you use the data to improve student learning?)

Nothing in the data indicates any major problems. However, the class success is higher in the Spring.

**Budget Justification** (What resources are necessary to improve student learning?)

ATC 116 is in dire need of new furniture.  
Software should be updated as soon as it is released because the students will no longer be able to get out-of-date software.