

Course Title: GDT-215 Typography

May 2017

Course Leader: Audra Martenot

Expected Learning Outcomes for Course

- A. The student will learn how to set and proof type on using InDesign.
- B. The student will learn the history of type, typesetting and typography.
- C. The student will gain an understanding of how to handle digital type files for print production.
- D. The student will learn how typography is used in the field of graphic design to solve visual problems

Assessment

(How do students demonstrate achievement of these outcomes?)

- Students complete lessons from text book
- Students will create original projects in Adobe Illustrator. The projects must follow the graphic design process including statement, research, sketches, designs, through to comprehensives

The projects are graded on a rubric found in Graphic Design Solutions by Robin Landa and modified by faculty where appropriate.

- A grade for in class participation in critiques
- 8 projects
- Two quizzes on topics from textbook

Validation

(What methods are used to validate your assessment?)

- Physical evidence of completed design projects
- Many of these projects are included in final portfolios
- Visible improvement in design over the course of the semester

Results

(What does the data show?)

On a scale of 1-5, all outcomes averaged 3.7.

Layout 3.7/ Creativity 3.9/ Communication 3.5/ Presentation 3.9

- Students complete design projects that vary in quality and skill level
- Student are improving in communication verbal skills and presenting their work to their peers
- Students explore design possibilities sufficiently to come up with solutions that show a good deal of thought and experimentation

Follow-up

(How have you used the data to improve student learning?)

Budget Justification

(What resources are necessary to improve student learning?)