

## Program Outcomes Guide

**Program Title: Graphic Design Concentration**

**Date: May 2019**

**Program Team: Audra Martenot**

### **Expected Learning Outcomes:**

1. Students will show technical proficiency in **Raster** Image Manipulation by creating layer based images optimized for specific applications and showing comprehension of raster software.
2. Students will show technical proficiency in **Vector** image manipulation by creating images appropriate to specific applications and showing comprehension of vector software.
3. Students will demonstrate technical proficiency in various **Game Engines** by creating games and simulations that run smoothly and according to project specifications
4. Students will demonstrate technical proficiency in **Digital Imaging/Photography** by setting up environments to take images and editing photographs through post-production techniques to achieve a desired image composition.
5. Students will demonstrate technical proficiency in **Digital Videography** by creating and editing videos from different sources as well as planning and implementing the stage, lighting and subjects.
6. Student will be able to identify and select appropriate **Printing** techniques based on the size, color mode, spot colors, bleed, binding, paper stock and other requirements of a design.

### **PROFESSIONAL OUTCOMES**

7. 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.
8. Students will create a **Body of Work** that synthesizes their skills and demonstrates understanding of the technology and theory including, but not limited to, the student's projects, portfolio and resume.
9. Students will demonstrate **Professional Practices** including project management, creating and adhering to project specifications, gathering, organizing and creating content, meeting deadlines, and communicating with teachers and clients in a professional and courteous manner.
10. Students will evaluate and employ **Safe and Legal Computing Practices** including securing computers against theft and cybercrime, properly using logins and passwords, securing and archiving files, identify the legal issues of **Copyright** and appropriately use copyrighted material in their projects.
11. Students will demonstrate **Problem Solving** skills by analyzing, selecting and applying tools appropriate for a specific solution
12. Students will analyze the client or project requirements and create **Action Plans** by turning concepts into thumbnails, mockups, site scopes, storyboards, deadlines, client meetings and other planning activities that achieve project goals.

## **DESIGN OUTCOMES**

13. Students will demonstrate **Typographic** skill through proper kerning, leading, tracking, legibility, alignment, and font selection and placement in their bodies of work.
14. Students will demonstrate **Layout and Composition** in their pieces with balance, hierarchy, emphasis, unity, movement, contrast, rhythm, focus, use of grids and white space.
15. 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.
16. 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?)

Typically, classes have multiple project where the rubric uses these outcomes verbatim.

GDT 112 – 3 projects

GDT 116 – 8 projects

GDT 142 – 8 projects

GDT 143 – 5 projects

GDT 146 – 4 projects

GDT 215 – 4 projects

GDT 220 – 4 projects

GDT 246 – 3 projects/Portfolio Review

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

GDT 246 is the capstone class where students are required to attend and participate in the annual Advisory Portfolio Review. Reviewers use an assessment tool that matches with the outcomes. Each student is given multiple assessments and they are averaged.

**Results** (What do your assessment data show)

**Outcomes averaged above 4.0 for All Combined GDT Courses.**

## **Results**

**On a scale of 1-5, All Outcomes Averaged 4.0.**

Raster/Photoshop 4.0

Vector/Illustrator 3.9

HTML/Dreamweaver 3.8

CSS 3.8

JavaScript/UI/Interactivity 3.6

PHP 4.3

SQL/Database 4.3

Content Management Systems 3.8

3-D Animation 4.1

2-D Animation 3.9  
Game Scripting & Programming 3.9  
Game Engine Use 3.8  
Photography 3.9  
Videography 4.1  
Print 3.7  
Theory and Vocabulary 3.9  
Portfolio Quality 3.6  
Professionalism 4.1  
Copyright observance 4.1  
Problem Solving 3.9  
Project Planning 4.0  
History 3.7  
Leadership 3.9  
Typography 3.5  
Layout 3.6  
Defense 3.9  
Color 3.7  
Synthesizing ideas 4.0

**Follow-up** (How have you used or how will you use the data to improve student learning?)  
GDT/WEB/SDE Portfolio Review / Capstone Project 2019 4.0 Above Expectation Results

**Budget Justification**

(What resources are necessary to improve student learning?)  
Keep Adobe CC software up-to-date.

