Program Outcome Guide
Organizational unit that exists to assist learners in achieving specific learning outcomes.

Program: Graphic Design Technology Certificate	Date: May 3, 2019

Planning Team Members: Audra Martenot	Program Purpose: To prepare students for an entry level position in the field of graphic design and to upgrade the skillset of current designers

Program Prerequisites *What must the student be able to do before engaging in work?*	Courses *What learning experiences (courses) are necessary to prepare the student?*	Capstone Assessment Tasks *What can students do in this program to show evidence of the intended outcomes?*	Intended Outcomes *What will students be able to do "out there" as a result of this program?*
• Take GDT-112 • Know how to use a computer. • A basic understanding of how software works. • Know how to navigate within the computer interface. • Know how to find and save files • Know what the basic software program (Adobe Creative Suite CS5.5) is used for. • Know what a graphic designer does. • Know what the design process entails. • Be someone who has a strong visual aptitude. (self	ART 103 – Drawing I GDT 116 – Digital Imaging GDT 142 – Computer Illustration GDT 143 – Page Layout + Production GDT 146 – Graphic Design I GDT 215 – Typography GDT-246 - Graphic Design II WEB 101 – Web Design I	Student will be able to provide a visual portfolio that demonstrates the following: • Skill in using the software and computer. (cross platform) • Student will be able to take a design problem from concept through finished comprehensive. • Student will understand and be able to communicate in the language that graphic designers use to speak with one another. • Students will be able to create a resume, a logo, a gatefold brochure, a poster, a CD cover, a newsletter, an	• Students will be able to apply for an entry level position at a graphic design studio, or an in-house design department, a print shop or web design studio. • Student will have a portfolio that demonstrates these skills • Student will be able to create a CD and a web site that demonstrates these skills • Student will be able to explain their project, what they were trying to achieve and how they have

		illustration, an edited digital image, a book cover, an identity package, a three dimensional package, a menu, and an advertisement.	accomplished this with their design using the vocabulary of a graphic design professional.
identified is fine)		• Students will be able to prepare files for use on the internet or in the print shop. • Students will be able to create an intermediate level web site using xhtml/css in compliance with section 508 that may be used to display their work online or in a multimedia presentation. • Student will be able to use Adobe Creative Suite 5 to layout a page, edit a photograph, and create an illustration with an entry level skill set. • Student will be able to effectively apply visual communication skills	

Program Outcomes Guide #3 (POG #3)

Program Title: Graphic Design Technology Certificate

Program Team: Audra Martenot

Expected Learning Outcomes

Assessment (How do students demonstrate achievement of this outcome?)

1. Portfolio presentation
2. Web site presentation

Validation (What methods are used to validate your assessment?)

1. Portfolios were presented to advisory committee. (See below)
2. Portfolios were presented to potential employers, students were hired

Results (What do the data show?)
1. General feedback gave us several suggestions. They were implemented in subsequent semesters.
2. Students have gotten jobs. I have some of the names of students who are working and where they are working as a direct result of our program

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

1. Took feedback from portfolio review and applied to courses. There has been no negative feedback in subsequent portfolio reviews. There have only been compliments. A Portfolio review was held in 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018 and 2019.

2. I plan to keep in touch with graduates of the program. An efficient way of accomplishing this is under discussion.

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

There are no additional resources required at this time.