Course Title: GDT-142 Digital Illustration using Adobe Illustrator   May 2019

Course Leader: Audra Martenot

Expected Learning Outcomes for Course

A. The student will know how to use Adobe Illustrator CC software, prepare files for print, and web production.
B. The student will follow the steps involved in solving graphic design problems from sketch through final portfolio presentation piece.
C. The student will gain a current knowledge of how Adobe Illustrator CC is used in the field of graphic design and illustration

Assessment
(How do students demonstrate achievement of these outcomes?)

- Students complete lessons from Classroom in a 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.
- Eight projects
  - o Mythological creature
  - o Radial symmetry
  - o Pathfinders
  - o Flat shapes
- A grade for in class participation in critiques and research paper
- A grade for completion of exercise from the text book
- One quiz on topics from textbook

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

- Physical evidence of completed exercises and design projects.
- Visible improvement in use of Adobe Illustrator software program
- Many of these projects are included in final portfolios

Results
(What does the data show?)
Bases on the last project of the semester the overall outcome score was a **4.8 on a 1-5 scale**.
Body of work 4.8/ Problem Solving 4.9/ Creativity 5 / Layout-Composition 5 / Vector 5/ Format 4.6 / Typography 4.7 / Color 4.7 / Critique 4.9

- 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?)
This is an Adobe Illustrator CC in-depth course. Student produce a portfolio. The data indicates an overall high above average comprehension outcome.

Budget Justification (What resources are necessary to improve student learning?)
To keep pace with industry standards, it is important that HCC maintain the latest version of the Adobe CC.