

Course Title: GDT-146 Graphic Design I

Course Leader: Audra Martenot

Expected Learning Outcomes for Course

- A. The student will be able to identify, apply and discuss the principles and elements of graphic design.
- B. The student will be able to apply the visual design process.
- C. The student will be able how to solve visual communication problems using these design principles and elements.
- D. The student will be familiar with the field of graphic design and how it works

Assessment

(How do students demonstrate achievement of these outcomes?)

Students will create four projects. The projects must follow the graphic design process including statement, research, sketches, designs, and comprehensives as well as participate in critiques

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

- Ad redesign
- Logotype
- Poster
- Ad for competition
- a grade for in class participation in critiques and their BLOG
- a grade for homework and visual exercises
- Two vocabulary quizzes

Validation

(What methods are used to validate your assessment?)

- Physical evidence of completed projects

Results

(What does the data show?)

Bases on the last project of the semester the overall outcome score was a **3.9 on a 1-5 scale**.

Communication 4.2/ Problem Solving 3.8/ Creativity 4/ Layout-Composition 3.8/ Work Habits 3.8/ Meet Deadlines 4/ Body of Work 3.8

- Students can complete design projects with that vary in quality and skill level
- Student are weak in verbal skills and uncomfortable presenting their work to their peers
- Students do not explore possibilities sufficiently to come up with solutions that show a great deal of thought and experimentation
- A few of the projects from graphic design I will make it into the final portfolio in graphic design II

Follow-up

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

This is an Adobe CC in-depth course. Student produce a portfolio. The data indicates an overall 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.

- **Follow-up**

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

- Instructor has increased emphasis on verbal and critical design skills more than in the beginning
- Instructor insists on pencil sketches and will not allow students to design directly on the computer

Budget Justification

(What resources are necessary to improve student learning?)

Instructor would like to start entering student work in appropriate graphic design shows, contests and magazines.