Course Title: GDT-215 Typography   May 2019

Course Leader: Audra Martenot

Expected Learning Outcomes for Course

A. The student will learn how to set and proof type 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 4.5
Typography 4/ Raster 5/ Vector 5/ Copyright 5/ Problem Solving 4/Theory _Vocab 4 /Layout 4 / Critique 5/ Color 5

- 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 a Typography Fundamentals 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.