

**Course Title: GDT-246 Graphic Design II**

**Date: May 2019**

**Course Leader: Audra Martenot**

**Expected Learning Outcomes for Course:**

**STUDENT LEARNING OUTCOMES**

After successfully completing this course a student will be able to:

- A. Implement the principles and elements of graphic design to solve a visual design problem
- B. Identify the visual and technical skill areas at which they excel.
- C. Demonstrate knowledge of the typical graphic design projects such as business identity, brochures, advertising campaigns, magazine layout, web site design, etc.
- D. Present a capstone portfolio of graphic design projects presented in a portfolio, and possibly on a Website or CD.
- E. Demonstrate the ability to take a project from concept through finished product using the graphic design process.

**Assessment**

(How do students demonstrate achievement of these outcomes?)

Students will create a minimum of 6 graded projects + a personal identity piece + a resume + a portfolio and/or website. 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 over the years.
  - Three dimensional gourmet product
  - Logotype
  - Poster
  - A non-profit advertising campaign
- Grade for in class participation in critiques and their BLOG
- Grade for homework and visual exercises
- Quizzes from Textbook plus a midterm and a final

**Validation**

(What methods are used to validate your assessment?)

- Physical evidence of completed exercises and design projects
- Many of these projects are included in final student portfolios
- The final portfolio is completed in this course and students must present it at the portfolio review

**Results**

(What does the data show?)

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

## **Principles 4.5 / Branding 4.7/ Best Work 4.7/ Process 4.5/ Knowledge 4.2/ Project Management 4.0**

Raster/Photoshop 4.0  
Vector/Illustrator 3.8  
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 3.8  
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 3.4  
Layout 3.6  
Defense 3.9  
Color 3.7  
Synthesizing ideas 3.9

- 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

We have instituted a “portfolio review” which has been used to “close the loop” for the GDT WEB and SDE programs. Students have created projects that have been included in their portfolios in this course, GDT-246. The portfolios are presented at a portfolio review. The GDT, SDE and WEB programs are evaluated as a whole in this process.

### **Follow-up**

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

This is a Graphic Design Portfolio Development in-depth course. Student produce a portfolio. The data indicates an overall above average comprehension outcome.

Based on feedback from the portfolio reviews of the past, we have increased the time for each review, and assigned each student to a reviewer ahead of time.

**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.