

Course Title: GDT-143 Page layout

Course Leader: Ellen Smith

Expected Learning Outcomes for Course

- A. The student will practice the technical aspects of design, typography and typesetting as they apply to page layout.
- B. The student will learn how to layout pages using QuarkXPress and/or Adobe InDesign software on both a Macintosh and PC platform.
- C. The student will gain knowledge sufficient to ask the correct questions to specify print jobs.
- D. The student will gain an understanding of how the computer version (design through camera ready mechanical) is turned into the published version – in print

Assessment

(How do students demonstrate achievement of these outcomes?)

- Students complete lessons from Classroom in a book
- Students will create 3 original projects in Adobe InDesign
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The projects are graded on a rubric found in Graphic Design Solutions by Robin Landa and modified by faculty where appropriate.

- Three original projects
- A grade for in class participation in critiques
- A grade for completion of exercises from the text book
- Two quizzes 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 InDesign software program
- Many of these projects are included in final portfolios

Results

(What does the data show?)

Follow-up

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

Budget Justification

(What resources are necessary to improve student learning?)

Professor would like to start entering student work in appropriate graphic design shows, contests and magazines. There are entry fees.