

Washtenaw Community College Comprehensive Report

GDT 104 Introduction to Graphic Design Effective Term: Fall 2012

Course Cover

Division: Business and Computer Technologies

Department: Digital Media Arts

Discipline: Graphic Design Technology

Course Number: 104

Org Number: 14500

Full Course Title: Introduction to Graphic Design

Transcript Title: Introduction to Graphic Design

Is Consultation with other department(s) required: Yes

Please Explain:

This is in the new INP Web Design certificate so we met together and worked it out.

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: New Course

Change Information:

Rationale: Need this course to do two things -give an introduction to the software used in graphic design and the fundamental principles of graphic design. If we can combine these topics, we can shorten pre-reqs on other courses and more easily sequence students through the graphic design associate and the INP Web Design Certificate.

Proposed Start Semester: Fall 2012

Course Description: This course is an introduction to graphic design principles, methods and techniques that are used to incorporate type and image in to visual communication. Students complete practical design projects that examine the interaction of medium and message using industry-standard page layout, illustration and image editing software.

Course Credit Hours

Variable hours: No

Credits: 4

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Other: Instructor: 45 **Student:** 45

Total Contact Hours: Instructor: 90 **Student:** 90

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

Request Course Transfer

Proposed For:

Central Michigan University

College for Creative Studies
Eastern Michigan University
Ferris State University
Grand Valley State University
Jackson Community College
Kendall School of Design (Ferris)
Lawrence Tech
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University

Student Learning Outcomes

1. Apply graphic design principles to practical design projects.

Assessment 1

Assessment Tool: Project

Assessment Date: Fall 2013

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of students will score 75% or better

Who will score and analyze the data: GDT faculty

2. Create graphic design artifacts that incorporate the contemporary definitions of the interaction of medium and message.

Assessment 1

Assessment Tool: Project

Assessment Date: Fall 2013

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of students will score 75% or better

Who will score and analyze the data: GDT faculty

3. Apply the proper technical skill(s) to the given projects.

Assessment 1

Assessment Tool: Project

Assessment Date: Fall 2013

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of students will score 75% or better

Who will score and analyze the data: GDT Faculty

Course Objectives

1. Recognize and apply graphic design principles such as whitespace, balance, hierarchy of information, scale, alignment and composition to design.

Matched Outcomes

2. Design page layouts for a multi-page document.
Matched Outcomes
3. Produce a multi-page document as a comp.
Matched Outcomes
4. Prepare images for print and Web delivery.
Matched Outcomes
5. Edit images for color correction, refinement and resolution.
Matched Outcomes
6. Create basic vector-based illustrations.
Matched Outcomes
7. Prepare illustrations for use in print and Web delivery.
Matched Outcomes

New Resources for Course

None

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Kelley Gottschang</i>	<i>Faculty Preparer</i>	<i>Feb 15, 2012</i>
Department Chair/Area Director: <i>Jennifer Baker</i>	<i>Recommend Approval</i>	<i>Feb 16, 2012</i>
Dean: <i>Rosemary Wilson</i>	<i>Recommend Approval</i>	<i>Apr 02, 2012</i>
Vice President for Instruction: <i>Stuart Blacklaw</i>	<i>Approve</i>	<i>Apr 25, 2012</i>