

Washtenaw Community College Comprehensive Report

GDT 112 Principles and Problem-Solving in Graphic Design Effective Term: Spring/Summer 2016

Course Cover

Division: Business and Computer Technologies

Department: Digital Media Arts

Discipline: Graphic Design Technology

Course Number: 112

Org Number: 14500

Full Course Title: Principles and Problem-Solving in Graphic Design

Transcript Title: Prin/Prob Solve Graphic Design

Is Consultation with other department(s) required: No

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

Reason for Submission: Course Change

Change Information:

Consultation with all departments affected by this course is required.

Course description

Pre-requisite, co-requisite, or enrollment restrictions

Outcomes/Assessment

Objectives/Evaluation

Rationale: Current content is too similar to content taught in GDT 104.

Proposed Start Semester: Spring/Summer 2016

Course Description: In this course, students explore intermediate graphic design principles and visual communication theories. Students produce dynamic visual compositions, addressing matters of cognition, aesthetics, symbols, ideation and ethics with emphasis on creative expression and inventiveness. The title of this course was previously Graphic Communication I.

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

Prerequisite

GDT 104 minimum grade "C"

General Education

General Education Area 7 - Computer and Information Literacy

Assoc in Arts - Comp Lit
Assoc in Applied Sci - Comp Lit
Assoc in Science - Comp Lit

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)
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University
Other :

Student Learning Outcomes

1. Use ideation methodologies in process-based projects that display brainstorming, technical skill and implementation of design principles.

Assessment 1

Assessment Tool: Portfolio of work from the course
Assessment Date: Winter 2016
Assessment Cycle: Every Three Years
Course section(s)/other population: all
Number students to be assessed: All if one section; 20 randomly selected if two or more sections are offered in assessment cycle.
How the assessment will be scored: Departmentally-developed rubric
Standard of success to be used for this assessment: 75% of the students will score 75% or higher.
Who will score and analyze the data: faculty in GDT

2. Analyze visual compositions and recognize key design principles in order to evaluate design effectiveness.

Assessment 1

Assessment Tool: Written or stated project rationales and defense of a design solution.
Assessment Date: Winter 2016
Assessment Cycle: Every Three Years
Course section(s)/other population: All sections
Number students to be assessed: All if one section; 20 randomly selected if two or more sections are offered in assessment cycle.
How the assessment will be scored: departmentally-developed rubric
Standard of success to be used for this assessment: 75% of the students will score 75% or higher.
Who will score and analyze the data: faculty in GDT

Course Objectives

1. Compare and contrast historical and contemporary trends in graphic design.

2. Identify important symbols and icons.
3. Use various concept development techniques such as icon transformation, word association, allegory, semiotics, image manipulation and/or metaphor in creating visual communication designs.
4. Apply visual design principles such as hierarchy, contrast, dominance, unity, balance, grouping, figure/ground reversal, alignment, focal point, movement, rhythm, scale, texture, and use of space for effectively structuring and organizing visual content.
5. Demonstrate successful technical proficiency in the use of software and presentation methods.
6. Identify and articulate important design principles, devices and processes of their own work, as well as that of others.

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level I classroom
Computer workstations/lab

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Kristine Willimann</i>	<i>Faculty Preparer</i>	<i>Dec 15, 2015</i>
Department Chair/Area Director: <i>Ingrid Ankerson</i>	<i>Recommend Approval</i>	<i>Dec 16, 2015</i>
Dean: <i>Kimberly Hurns</i>	<i>Recommend Approval</i>	<i>Dec 16, 2015</i>
Curriculum Committee Chair: <i>Kelley Gottschang</i>	<i>Recommend Approval</i>	<i>Jan 20, 2016</i>
Assessment Committee Chair: <i>Michelle Garey</i>	<i>Recommend Approval</i>	<i>Jan 25, 2016</i>
Vice President for Instruction: <i>Michael Nealon</i>	<i>Approve</i>	<i>Jan 25, 2016</i>