

Washtenaw Community College Comprehensive Report

GDT 220 Publication Design

Effective Term: Fall 2012

Course Cover

Division: Business and Computer Technologies

Department: Digital Media Arts

Discipline: Graphic Design Technology

Course Number: 220

Org Number: 14520

Full Course Title: Publication Design

Transcript Title: Publication Design

Is Consultation with other department(s) required: No

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

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Consultation with all departments affected by this course is required.

Course description

Outcomes/Assessment

Objectives/Evaluation

Rationale: syllabus update

Proposed Start Semester: Fall 2012

Course Description: This is a graphic design digital studio course that focuses on layout and design of publications. Students continue development of skills in the application of design and typographic principles and practices, and produce a variety of single and multiple-page publications for print and electronic devices.

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 100 minimum grade "C"

and

Prerequisite

GDT 112 minimum grade "C"

General Education

Request Course Transfer

Proposed For:

Other : Savannah College of Art and Design

Student Learning Outcomes

1. Incorporate design and typographic principles in the design of print and electronic publications that communicate clearly and appropriately to a target audience.

Assessment 1

Assessment Tool: Comprehensive design project.

Assessment Date: Fall 2012

Assessment Cycle: Every Three Years

Course section(s)/other population: Randomly selected students if two or more sections are running during the assessment period. All students if only one section is running during the assessment period.

Number students to be assessed: 20 (or all if fewer than 20 are enrolled)

How the assessment will be scored: Blind evaluation of project using departmentally created rubric.

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

Who will score and analyze the data: GDT faculty

2. Prepare page layouts incorporating appropriate color methods for the intended medium of delivery.

Assessment 1

Assessment Tool: Digital files(s) and output report(s).

Assessment Date: Fall 2012

Assessment Cycle: Every Three Years

Course section(s)/other population: Randomly selected students if two or more sections are running during the assessment period. All students if only one section is running during the assessment period.

Number students to be assessed: 20 (or all if fewer than 20 are enrolled)

How the assessment will be scored: assessment of artifacts using departmentally created rubric

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

Who will score and analyze the data: GDT faculty

Course Objectives

1. Critique their own and other's work to identify successful application of principles, as well as lack of application of principles, and resulting positive and negative impact on the designs.

Matched Outcomes

2. Use modular, hierarchical, and alternative grids to organize elements in designs.

Matched Outcomes

3. Through contrast of ideas, explore and implement variations and permutations of the concept as suitable for content and client.

Matched Outcomes

4. Employ typographic form, structure, contrast, weight, case, proportion and scale in assignments.

Matched Outcomes

5. Design publications that incorporate interactive components suitable for electronic devices.

Matched Outcomes

6. Incorporate advanced layout controls for specified medium.

Matched Outcomes

7. Incorporate images, text and color appropriate for specified medium.

Matched Outcomes

8. Prepare sketches, design and produce digital layouts for specified medium.

Matched Outcomes

9. Research similar published publications, develop concepts through sketches and drafts.

Matched Outcomes**New Resources for Course****Course Textbooks/Resources**

Textbooks

Manuals

Periodicals

Software

Equipment/Facilities**Reviewer****Action****Date****Faculty Preparer:**

Kristine Willimann

Faculty Preparer

Feb 01, 2012

Department Chair/Area Director:

Jennifer Baker

Recommend Approval

Feb 05, 2012

Dean:

Rosemary Wilson

Recommend Approval

Feb 09, 2012

Vice President for Instruction:

Stuart Blacklaw

Approve

Mar 26, 2012