



Graphic Design

Status: Active

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Proposal Resources

Cover

Program Outcomes

Program Requirements

Program Mapper

Attach Files

Codes/Dates

Program Outcomes

Last updated by Sheila Cordova on 10/12/2021 at 2:28 PM

Please provide a few outcomes in one paragraph. Text should begin with "Upon completion of the program, students will demonstrate"
 (Example: Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues, identify and resolve ethical dilemmas in the domestic and global business environment, and apply business principles to international trade issues.)

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Upon completion of the Graphic Design program, students will be able to effectively apply appropriate skills and methodologies to all stages of a visual design project, and develop an effective portfolio for transfer or entry-level employment in the design and visual communication industry.

Institutional Learning Outcome Mappings

- o Aesthetic Engagement
- o Information Literacy (source selection)
- o Self-Discipline (regular attendance, timeliness)
- o Academic Honesty
- o Team Work and Interpersonal Skills
- o Content Knowledge (as specified by Course Objectives)
- o Oral and Written Communication Skills
- o Obtain the knowledge and academic skills necessary to access, evaluate, and interpret ideas, images, and information critically in order to communicate effectively, reach conclusions, and solve problems.
- o Acquire the self-confidence and self-discipline to pursue their intellectual curiosities with integrity in both their personal and professional lives.
- o Skills (laboratory techniques, CTE skills)
- o Technology Literacy
- o Demonstrate a level of engagement in the subject matter that enables and motivates the integration of acquired knowledge and skills beyond the classroom.
- o Critical Thinking (drawing sound conclusions and problem solving)
- o Professional relevance – application of course content to possible professional life

Course Student Learning Outcome Mappings

- o **COUNS 12:** Students will gain a real life perspective of a profession in a specific career
- o **DESIGN 11:** Demonstrate conceptual and practical understanding of fundamental principles of visual communication.
- o **DESIGN 11:** Demonstrate knowledge of historical design tendencies and the resulting principles of contemporary graphic design.
- o **DESIGN 11:** Exhibit the ability to consistently apply design processes in their project implementations.
- o **DESIGN 12:** Demonstrate practical understanding of fundamental principles of typography, as assessed by homework assignments, in-class participation, midterm and final projects.
- o **DESIGN 12:** Demonstrate the knowledge of historical development of principles of typography.
- o **DESIGN 12:** Exhibit the ability to correctly apply typography in graphic communication, as assessed by homework assignments, in-class participation, midterm and final projects.
- o **DESIGN 13:** Exhibit strong academic behaviors including regular attendance, timeliness, participation in class activities and adherence to the College Honor Code.
- o **DESIGN 13:** Identify the strengths and capabilities of graphic design digital applications and how to integrate the applications in graphic design projects.
- o **DESIGN 13:** Design and create a publication. Assessed by successful completion of the final project.
- o **DESIGN 21:** Exhibit strong academic behaviors including regular attendance, timeliness, participation in class activities, and adherence to the College Honor Code.
- o **DESIGN 21:** Demonstrate an understanding of how different methodologies fit into the design process and affect the outcomes.
- o **DESIGN 21:** Apply design methodologies to a variety of projects.
- o **DESIGN 21:** Communicate concepts visually and verbally to peers and non-specialists.
- o **DESIGN 22:** Demonstrate practical understanding of typographic methods and strategies.
- o **DESIGN 22:** Demonstrate the knowledge of typesetting principles.
- o **DESIGN 22:** Exhibit the ability to apply typographic techniques to page layout and composition.
- o **DESIGN 23:** Exhibit strong academic behaviors including regular attendance, timeliness, participation in class activities, and adherence to the College Honor Code.
- o **DESIGN 23:** Identify and apply User Experience (UX) concepts, documentation, and conduct a successful user-testing session.
- o **DESIGN 31:** Students will exhibit strong academic behaviors including regular attendance, timeliness, participation in class activities and adherence to the College Honor Code.
- o **DESIGN 31:** Conceptualize, research, analyze, design, prototype, and iterate a design solution from beginning to end.
- o **DESIGN 32:** Demonstrate the understanding of the core principles, methods and theories of visual communication and their applications.
- o **DESIGN 32:** Demonstrate the ability to create consistent visual communication language and apply it to various media in the context of a promotional campaign.
- o **DESIGN 33:** Exhibit strong academic behaviors including regular attendance, timeliness, participation in class activities, and adherence to the College Honor Code.
- o **DESIGN 33:** Demonstrate an overall understanding of the design process and how design research fits into that process.
- o **DESIGN 33:** Build a variety of research methods and examples that they can utilize on design projects.
- o **DESIGN 41:** Students will exhibit strong academic behaviors including regular attendance, timeliness, participation in class activities and adherence to the College Honor Code.
- o **DESIGN 41:** Conceptualize, research, analyze, design, prototype, and iterate a design solution from beginning to end.
- o **DESIGN 41:** As part of a team, solve a complex design problem and justify a design solution to a group.
- o **DESIGN 42:** Demonstrate an understanding of the core concepts, methods and principles of information design and their applications.
- o **DESIGN 42:** Create consistent visual and narrative systems and apply it to various media to display information effectively.
- o **DESIGN 43:** Demonstrate an understanding of professional practices in design.
- o **DESIGN 43:** Build a digital portfolio of work.



4. Course: SUBSTANTIAL Change: DESIGN 12 - Typography 1

Status: In Review

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Proposal Resources	
Cover	12/12
Co-Contributor	
Units/Hours	
Program Impact	
Transfer / GE	
Requisites & Advisories	1/1
Student Learning Outcomes	
Course Objectives	
Arranged Hours Objectives	
Course Content	
Lab Content	
Methods of Presentation	
Arranged Hours Instructional Activities	
Methods of Evaluation	
Appropriate Texts	
Library	
Sample Assignments	
Minimum Qualification	
Distance Education Application	
Global Citizenship Application	
Attached Files	
Codes/Dates	
ASSIST	
ASSIST Preview	

Student Learning Outcomes

Last updated by Rachel Demski on 9/20/2021 at 11:53 AM

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Demonstrate practical understanding of fundamental principles of typography, as assessed by homework assignments, in-class participation, midterm and final projects.

Sequence Number: 1

Map Client Learning Outcome Competencies

Personal Attributes.

Acquire the self-confidence and self-discipline to pursue their intellectual curiosities with integrity in both their personal and professional lives.

1. Self-Discipline (regular attendance, timeliness)
2. Academic Honesty

Analytic and Communication Skills.

Obtain the knowledge and academic skills necessary to access, evaluate, and interpret ideas, images, and information critically in order to communicate effectively, reach conclusions, and solve problems.

1. Content Knowledge (as specified by Course Objectives)
2. Skills (laboratory techniques, CTE skills)
3. Technology Literacy
4. Aesthetic Engagement
5. Oral and Written Communication Skills

Authentic Engagement.

Demonstrate a level of engagement in the subject matter that enables and motivates the integration of acquired knowledge and skills beyond the classroom.

1. Professional relevance – application of course content to possible professional life

Demonstrate the knowledge of historical development of principles of typography.

Sequence Number: 2

Map Client Learning Outcome Competencies

Personal Attributes.

Acquire the self-confidence and self-discipline to pursue their intellectual curiosities with integrity in both their personal and professional lives.

1. Academic Honesty

Analytic and Communication Skills.

Obtain the knowledge and academic skills necessary to access, evaluate, and interpret ideas, images, and information critically in order to communicate effectively, reach conclusions, and solve problems.

1. Content Knowledge (as specified by Course Objectives)
2. Skills (laboratory techniques, CTE skills)
3. Technology Literacy
4. Aesthetic Engagement
5. Oral and Written Communication Skills

Authentic Engagement.

Demonstrate a level of engagement in the subject matter that enables and motivates the integration of acquired knowledge and skills beyond the classroom.

1. Professional relevance – application of course content to possible professional life

Exhibit the ability to correctly apply typography in graphic communication, as assessed by homework assignments, in-class participation, midterm and final projects.

Sequence Number: 3

Map Client Learning Outcome Competencies

Personal Attributes.

Acquire the self-confidence and self-discipline to pursue their intellectual curiosities with integrity in both their personal and professional lives.

1. Self-Discipline (regular attendance, timeliness)
2. Academic Honesty

Analytic and Communication Skills.

Obtain the knowledge and academic skills necessary to access, evaluate, and interpret ideas, images, and information critically in order to communicate effectively, reach conclusions, and solve problems.

1. Content Knowledge (as specified by Course Objectives)
2. Skills (laboratory techniques, CTE skills)
3. Technology Literacy
4. Aesthetic Engagement
5. Oral and Written Communication Skills

Authentic Engagement.

Demonstrate a level of engagement in the subject matter that enables and motivates the integration of acquired knowledge and skills beyond the classroom.

1. Professional relevance – application of course content to possible professional life