Washtenaw Community College Comprehensive Report

GDT 112 Principles and Problem-Solving in Graphic Design
Effective Term: Fall 2021

Course Cover

College: Business and Computer Technologies
Division: Business and Computer Technologies
Department: Digital Media Arts (new)
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: Three Year Review / Assessment Report
Change Information:
   Consultation with all departments affected by this course is required.
   Course description
   Outcomes/Assessment
   Objectives/Evaluation
Rationale: Based on a recent assessment report, the course needs updating and a bit of revision. Stripped the previous course verbiage as that course hasn't been offered since 2009.
Proposed Start Semester: Fall 2021
Course Description: In this course, students explore intermediate graphic design principles and visual communication theories. Students produce visual compositions addressing matters of identity, aesthetics, symbols, ideation and exploration with emphasis on creative expression and inventiveness.

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:
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 :
College for Creative Studies
Central Michigan University

Student Learning Outcomes

1. Use ideation methodologies in process-based projects that display brainstorming, technical skill and implementation of design principles from multiple creative inputs.
   Assessment 1
   Assessment Tool: Portfolio of work from the course
   Assessment Date: Fall 2023
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: A random sample of 20 students
   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: GDT faculty

2. Create design artifacts for an identity and brand management project using alternative inputs and methodology.
   Assessment 1
   Assessment Tool: Written or stated project rationales and defense of a design solution.
   Assessment Date: Fall 2023
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: A random sample of 20 students
   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: GDT faculty

Course Objectives

1. Use typography to communicate multi-faceted design challenges in both digital and tactile modalities.
2. Use alternative inputs to create identity artifacts such as logos, brand books, iconography, print material and digital assets.
3. Use various conceptualization techniques such as 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.
7. Explore different types of design such as package design, environmental design, etc., in order to create artifacts for specific locations, physical criteria and human interaction.

New Resources for Course

Course Textbooks/Resources
Textbooks
Manuals
Periodicals
Software

Equipment/Facilities
Level I classroom
Computer workstations/lab

Reviewer	Action	Date
Faculty Preparer:		
Kelley Gottschang	*Faculty Preparer*	*Mar 22, 2021*
Department Chair/Area Director:		
Jason Withrow	*Recommend Approval*	*Mar 23, 2021*
Dean:		
Eva Samulski	*Recommend Approval*	*Mar 25, 2021*
Curriculum Committee Chair:		
Lisa Veasey	*Recommend Approval*	*Apr 08, 2021*
Assessment Committee Chair:		
Shawn Deron	*Recommend Approval*	*Apr 12, 2021*
Vice President for Instruction:		
Kimberly Hurns	*Approve*	*Apr 26, 2021*