Washtenaw Community College Comprehensive Report

GDT 252 Advanced Digital Studio
Effective Term: Spring/Summer 2018

Course Cover

Division: Business and Computer Technologies
Department: Digital Media Arts
Discipline: Graphic Design Technology
Course Number: 252
Org Number: 14520
Full Course Title: Advanced Digital Studio
Transcript Title: Advanced Digital Studio
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:
  Course description
  Outcomes/Assessment
  Objectives/Evaluation
Rationale: The previous course description did not match what is being taught in the class.
Proposed Start Semester: Spring/Summer 2018
Course Description: In this course, students will combine typography, color, images, layout, and strong, researched-based concepts to build cohesive design systems. Using the Adobe Creative Suite, the real-world, client-based projects will encourage students to explore and develop a design theme through a series that may include writing a design proposal, brand identity development, package design, and publication design for both screen and print.

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

No Level Required

Requisites

Prerequisite

GDT 220 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)
Lawrence Tech
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University

Student Learning Outcomes

1. Identify, analyze and propose viable solutions for a visual communication need through writing a design proposal.
   ### Assessment 1
   Assessment Tool: Design Proposal
   Assessment Date: Spring/Summer 2018
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: Random sample of 50% of students with a minimum of one full section
   How the assessment will be scored: Departmental rubric
   Standard of success to be used for this assessment: 75% of the students meet a level of competency on all components contained in the rubric (3 of 4)
   Who will score and analyze the data: GDT faculty

2. Use visual communication principles and appropriate technology to design and produce finished projects.
   ### Assessment 1
   Assessment Tool: Portfolio of student projects
   Assessment Date: Spring/Summer 2018
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: Random sample of 50% of students with a minimum of one full section
   How the assessment will be scored: Departmental rubric
   Standard of success to be used for this assessment: 75% of the students meet a level of

competency on all components contained in the rubric (3 of 4)
Who will score and analyze the data: GDT faculty

3. Demonstrate design continuity by threading concept and idea through a series.
    Assessment 1
        Assessment Tool: Portfolio of student projects
        Assessment Date: Spring/Summer 2018
        Assessment Cycle: Every Three Years
        Course section(s)/other population: All
        Number students to be assessed: Random sample of 50% of students with a minimum of one full section
        How the assessment will be scored: Departmental rubric
        Standard of success to be used for this assessment: 75% of the students meet a level of competency on all components contained in the rubric (3 of 4)
        Who will score and analyze the data: GDT faculty

Course Objectives

1. Conceptualize through sketches, research and brainstorming.
2. Identify, analyze and propose viable solutions for a visual communication need.
3. Demonstrate knowledge of offset printing.
4. Manage workflow and deadlines.
5. Design and refine projects including presentation, final output and comprehensives.
6. Design and produce an identity system and branding campaign.
7. Write a professional design proposal.
8. Critique peers' work to identify areas of improvement relating to the project's goal.
9. Utilize advanced understanding of typography, grid structure, and design principles to develop sophisticated design solutions.

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level I classroom
Computer workstations/lab
Data projector/computer

Reviewer	Action	Date
Faculty Preparer:		
Ingrid Ankerson	*Faculty Preparer*	*Jun 26, 2017*
Department Chair/Area Director:		
Ingrid Ankerson	*Recommend Approval*	*Jun 26, 2017*
Dean:		
Kristin Good	*Recommend Approval*	*Jun 27, 2017*
Curriculum Committee Chair:		
Lisa Veasey	*Recommend Approval*	*Nov 13, 2017*
Assessment Committee Chair:		

Michelle Garey	*Recommend Approval*	*Nov 15, 2017*

Vice President for Instruction:

Kimberly Hurns	*Approve*	*Dec 02, 2017*