



Western Technical College

10201156 Comprehensive Graphic Design

Course Outcome Summary

Course Information

Description	This advanced course incorporates content from the first three semesters and offers designers the opportunity to deal with hardware and software issues while practicing more advanced design, illustration, and typography skills. Projects will be developed from concept stage through preflight operations. Additionally, students will troubleshoot problems that occur during electronic file preparation and pre-press stages.
Career Cluster	Arts, A/V Technology and Communications
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	72

Textbooks

No textbook required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Cultivate Passion: Expand a Growth-Mindset
3. Cultivate Passion: Increase Self-Awareness
4. Live Responsibly: Develop Resilience
5. Live Responsibly: Embrace Sustainability
6. Live Responsibly: Foster Accountability
7. Refine Professionalism: Act Ethically
8. Refine Professionalism: Improve Critical Thinking
9. Refine Professionalism: Participate Collaboratively
10. Refine Professionalism: Practice Effective Communication

Experiential Learning

1. Community Based Learning Project

Program Outcomes

1. Apply the principles of design to develop strategic marketing and communication products and services.
2. Demonstrate proficiency in the use of design software, tools and technology.
3. Implement creative solutions from concept through completion using a formal process.
4. Apply effective legal and ethical business practices and project management skills.
5. Communicate artwork rationale in formal and informal settings.

Course Competencies

1. Design one large-format poster.

Assessment Strategies

- 1.1. Product
- 1.2. Presentation
- 1.3. Critique

Criteria

You will know you are successful when

- 1.1. you develop a clear message for the target audience.
- 1.2. you write headlines for your poster.
- 1.3. you draw vector artwork to communicate your message.
- 1.4. you follow a formal design process by completing the required Behance project presentation.
- 1.5. you layout and assemble your final poster in Illustrator.
- 1.6. you engage in at least one critique of your design work.
- 1.7. you explain your design solution in a group setting.
- 1.8. you summarize the process of creating a large-format poster using Illustrator.

Learning Objectives

- 1.a. Determine a clear message, audience, and design style
- 1.b. Explore layout and assembly of your final poster in Illustrator.
- 1.c. Draw vector artwork.
- 1.d. Practice writing headlines.
- 1.e. Demonstrate effective use of brand standards, design principles, elements, typography, color, layout, and marketing knowledge when creating a poster.
- 1.f. Engage in at least one critiques of your design work
- 1.g. Apply effective strategies to critique work of self and others.

2. Design an advanced animated After Effects video using imported vector layers from Illustrator.

Assessment Strategies

- 2.1. Product
- 2.2. Presentation
- 2.3. Critique

Criteria

You will know you are successful when

- 2.1. you choose your video topic based on research.
- 2.2. you develop a clear message for the target audience.
- 2.3. you write three headlines and create 3 - 4 vector drawings that communicate your main message.
- 2.4. you storyboard your video in Illustrator.
- 2.5. you demonstrate ability to follow a formal design process by completing the required Behance project

- presentation.
- 2.6. you layout, assemble, and animate your final video in After Effects.
- 2.7. you engage in at least one critique of your design work.
- 2.8. you explain your design solution in a group setting.
- 2.9. you summarize the process of creating an animated vector video using Illustrator and After Effects.

Learning Objectives

- 2.a. Research potential topics for video.
- 2.b. Determine a clear message, audience, and design style.
- 2.c. Examine headlines and photos that could communicate your main message.
- 2.d. Explore how to storyboard your video in Illustrator or Photoshop.
- 2.e. Explore After Effects for video creation.
- 2.f. Identify the importance of applying brand standards, design principles, elements, typography, color, layout, and marketing knowledge.
- 2.g. Engage in at least one critique of your design work.
- 2.h. Develop effective skills to critique design work.

3. Design one small-format poster for the same client as your animated video.

Assessment Strategies

- 3.1. Product
- 3.2. Presentation
- 3.3. Critique

Criteria

You will know you are successful when

- 3.1. you complete a poster for the same client as your animated video.
- 3.2. you use the same animated video artwork and brand assets to communicate your message.
- 3.3. you develop a clear message for the target audience.
- 3.4. you incorporate this poster to your animated video Behance project presentation.
- 3.5. you engage in at least one critiques of your design work.
- 3.6. you layout and assemble your final poster in Illustrator.
- 3.7. you explain your design solution in a group setting.
- 3.8. you summarize the process of creating a poster using Illustrator.

Learning Objectives

- 3.a. Determine a clear message, audience, and design style
- 3.b. Explore layout and assembly of your final poster in Illustrator.
- 3.c. Demonstrate effective use of brand standards, design principles, elements, typography, color, layout, and marketing knowledge when creating a poster.
- 3.d. Engage in at least one critiques of your design work
- 3.e. Apply effective strategies to critique work of self and others.

4. Design one web advertisement for the same client as your animated video.

Assessment Strategies

- 4.1. Product
- 4.2. Presentation
- 4.3. Critique

Criteria

You will know you are successful when

- 4.1. you develop a web ad for the same client as your animated video.
- 4.2. you incorporate the same animated video and brand assets to communicate your message.
- 4.3. you communicate message to target audience through design style.
- 4.4. you include this web ad in your animated Behance project presentation.
- 4.5. you create layout and assemble your final web ad in Illustrator.
- 4.6. you engage in at least one critiques of your design work.
- 4.7. you explain your design solution in a group setting.
- 4.8. you summarize the process of creating a web ad using Illustrator.

Learning Objectives

- 4.a. Apply the process of creating a web advertisement.
- 4.b. Determine a clear message, audience, and design style for web advertisement.
- 4.c. Explore different layouts for web ad in Illustrator.
- 4.d. Identify importance of use of brand standards, design principles, elements, typography, color, layout, and marketing knowledge in web advertisement.
- 4.e. Apply effective strategies to critique self and others' work.
- 4.f. Justify your design solution.

5. Critique design work.

Assessment Strategies

- 5.1. Performance

Criteria

You will know you are successful when

- 5.1. you participate in more than two group critiques of your design work.
- 5.2. you value the diversity of opinions in your group.
- 5.3. you maintain an open mind to change your own design work.
- 5.4. you analyze others' design work providing positive, honest feedback to improve it.
- 5.5. you present your design solutions in a group setting.
- 5.6. you demonstrate that you value the opinions of others.

Learning Objectives

- 5.a. Compare the design work of others.
- 5.b. Value the diversity of opinions in the group.
- 5.c. Maintain an open mind to change their own design work.
- 5.d. Analyze others' design work by providing positive, honest feedback to improve it.
- 5.e. Justify design solutions in a group setting.
- 5.f. Determine if and how to act on feedback (i.e. revise work).

6. Qualify design solutions.

Assessment Strategies

- 6.1. Presentation

Criteria

You will know you are successful when

- 6.1. you qualify design solutions by using appropriate industry philosophies, reasoning, and terminology.
- 6.2. you value that your beliefs may need to change depending on your client's needs.
- 6.3. you identify the target audience for the design solution.
- 6.4. you convey a clear message through the design solution.
- 6.5. you maintain a consistent design style throughout the project.

Learning Objectives

- 6.a. Identify the project scope (time, budget, resources) and goals.
- 6.b. Prepare design solutions with project goal in mind.
- 6.c. Determine the target audience for the design solution.
- 6.d. Explore design style needed to convey message.
- 6.e. Engage in market research to qualify design work.

7. Advocate for others to believe in your design solutions.

Assessment Strategies

- 7.1. Performance

Criteria

You will know you are successful when

- 7.1. you propose your design solutions in a group setting.
- 7.2. you relate market research knowledge to advocate for a client's acceptance of design work.
- 7.3. you value the opinions of others while trying to influence them.
- 7.4. you participate in at least two design presentations.
- 7.5. you speak with passion about the proposed design work.

7.6. you acknowledge when design work needs to be revised.

Learning Objectives

- 7.a. Propose your design solutions in a group setting.
- 7.b. Relate market research knowledge to advocate for a client's acceptance of design work.
- 7.c. Value the opinions of others.
- 7.d. Embrace personal convictions about your design work.
- 7.e. Expect that your design may need to change depending on the client's needs.

8. Assume responsibility for your own ethical behavior.

Assessment Strategies

8.1. Performance

Criteria

You will know you are successful when

- 8.1. you justify ethical use of copyrighted text, art, designs, and photographic images.
- 8.2. you adopt ethical behavior while presenting and critiquing your work in a group setting.
- 8.3. you value your own professional ethical behavior.

Learning Objectives

- 8.a. Consistently apply ethical use of copyrighted text, art, designs, and photographic images.
- 8.b. Practice ethical behavior while presenting and critiquing work in a group setting
- 8.c. Evaluate your own ethical behavior.

9. Demonstrate entry-level job proficiency with industry standard design software.

Assessment Strategies

9.1. Product

Criteria

You will know you are successful when

- 9.1. you demonstrate entry-level job proficiency with industry standard drawing software.
- 9.2. you demonstrate entry-level job proficiency with industry standard photo-manipulation software.
- 9.3. you demonstrate entry-level job proficiency with industry standard page layout software.
- 9.4. you demonstrate entry-level job proficiency with industry standard web design software.
- 9.5. you demonstrate entry-level job proficiency with industry standard prepress software.

Learning Objectives

- 9.a. Use entry-level skills with drawing, photo-manipulation, and page layout software.
- 9.b. Use entry-level skills with web design and prepress software.