

Art 303 - Graphic Design III/Key Assignments Student Learning Outcomes

| Proficiency Levels* | Key Assignments | Student Learning Outcomes/SLOs Students will be able to: |
|---|---|--|
| *I - Initial, E- Emerging, D - Developed, HD - Highly Developed | | |
| E | Type-Face Introduction: Names and styles in five exercises | <p>Memorize various typefaces and discern appropriate relationship to content. Create graphic designs using typographic anatomy, vocabulary, and historical type categories.</p> <p>Memorize various typefaces and discern appropriate relationship to content. Design and work with grids and proportional systems. Describe hierarchy and how it relates to written content.</p> |
| D | Typography and Book Design: Bringing text and page design together | <p>Demonstrate the expressive and narrative possibilities of typography presented in a book format. Create single-page and multi-page typographic layouts using computer technologies to create the book. Work within a design process to plan, analyze, create, and evaluate their book. Use graphic design-based communication skills in class discussions and in the final group critique.</p> |