

Art 203 - Graphic Design I/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		
I/E	<b>Pictograms:</b> Creation of four graphic pictograms for the San Diego Zoo.	<p>Create 4 successful graphic pictograms to serve as an animal exhibit identity and way-finding system for the San Diego Zoo.</p> <p>Utilize the gestalt principles to create 4 unique and visually engaging symbols.</p> <p>Demonstrate in their projects their ability to develop and implement a clear and consistent visual graphic language using only one color, without the use of words.</p> <p>Use traditional drawing skills and then translate their graphic forms into the computer.</p> <p>Communicate successfully in their pictograms a variety of sizes and media applications.</p>
I/E	<b>Group Research Presentation:</b> Famous Graphic Designer	<p>Work in small groups to research and present the work of an assigned famous graphic designer.</p> <p>Effectively articulate their understanding of the designers impact and contribution to the history and culture of graphic design.</p> <p>Recognize and present comparisons of the famous designer's work to current graphic design trends.</p> <p>Turn in a written outline of their presentation further demonstrating their ability to effectively organize and communicate complex ideas.</p>
D/HD	<b>Poster Design</b>	<p>Create an effective and expressive typographic poster design, using the constraints of an assigned message.</p> <p>Demonstrate the effective use typography and an informational hierarchy as a tool for graphic communication.</p> <p>Demonstrate their ability to create a complex typographic concept.</p> <p>Implement the elements and principles of design in combination with the effective use of conceptual typography to create a visually engaging composition.</p>