

Art 333 - 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	Editorial Design: Designing with Text Type, Letter Spacing, Wordspacing, Linespacing, and Leading with Term Paper	<p>Research and write a paper about an influential past or present typographer or graphic designer.</p> <p>Identify type foundries and apply them to their editorial project.</p> <p>Integrate their research into planning sketches and creating an original text type design.</p> <p>Use art vocabulary and design terminology when critiquing their typographical designs and that of their classmates.</p>
D	Non-Profit Campaign: Three Ads	<p>Articulate the purposes and challenges of creating ads for a non-profit organization.</p> <p>Demonstrate their understanding of copy-writing, art direction, and designing for a non-profit by creating three different ads.</p> <p>Use art and advertising terminology to analyze their own designs and those of their classmates in a critique session.</p>