

GD 4980 - SENIOR GRAPHIC DESIGN SEMINAR

Credits: 3

This course investigates seminal issues and ideas in Graphic Design. Topics include the changing role of the Graphic Designer in contemporary culture, conflicts between commercial practice and social responsibility, and practical issues as they relate to securing a professional position in the field. Visiting designers contribute to a thought-provoking seminar environment. Upon successful completion of this course, students have successfully completed a thesis project, writing portfolio, and marketing materials.

Prerequisites: Must be a senior in their last semester.

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Apply aesthetic theories to contemporary design problems.	Provides numerous examples aesthetic theories to contemporary design problems.	Provides examples aesthetic theories to contemporary design problems.	Provides some examples aesthetic theories to contemporary design problems.	Cannot provide examples aesthetic theories to contemporary design problems.	GD-1, GD-4, GD-5, GD-6, GD-7, GD-8, GD-9	Cultural Competence, Design Competence, Critical Thinking
Research ethical implications of design and the associated responsibilities of the designer.	Identifies numerous examples of ethical implications of design and the associated responsibilities of the designer.	Identifies examples of ethical implication of design and the associated responsibilities of the designer.	Identifies some examples of ethical implication of design and the associated responsibilities of the designer.	Cannot identify examples of ethical implication of design and the associated responsibilities of the designer.	GD-2, GD-4, GD-6, GD-7, GD-8, GD-10	Cultural Competence, Design Competence, Critical Thinking
Create an awareness/marketing campaign with an emphasis on current socio-political issues	Successfully creates and implements an awareness/marketing campaign with an emphasis on current socio-political issues.	Successfully creates an awareness/marketing campaign with an emphasis on current socio-political issues.	Creates a somewhat successful awareness/marketing campaign with an emphasis on current socio-political issues.	Does not create an awareness/marketing campaign with an emphasis on current socio-political issues.	GD-1, GD-2, GD-4, GD-5, GD-6, GD-7, GD-8, GD-9, GD-10	Cultural Competence, Communication Competence, Design Competence, Critical Thinking