

GD 4950 - Graphic Design BFA Capstone II

Credits: 3

This course completes the Graphic Design BFA Program and will explore 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. Upon successful completion of this course, students will have successfully completed a thesis project, print/web portfolios, a personal brand identity system, and professional marketing materials. Additionally, designers will present their work in their final portfolio review.

new course approved by
CC 10/7/20 WW

Prerequisites: GD4900 Graphic Design BFA Capstone I and 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.	The student has synthesized aesthetic theories to fully refined contemporary design solutions.	The student has applied aesthetic theories to solve contemporary design problems.	The student demonstrates a developing understanding of illustrate aesthetic theories to solve contemporary design problems.	Student has not applied aesthetic theories to contemporary design problems.	GD1, GD2, GD5, GD6, GD7, GD8,	Cultural Competence Design Competence Communication Competence Critical Thinking
Demonstrate the ability to present a professional portfolio with career intent.	The student creates and presents a professional portfolio with clear career intent.	The student demonstrates the ability to present a professional portfolio with career intent.	The student infers the ability to present a portfolio with vague career intent.	The student has not demonstrated the ability to present a professional portfolio with career intent.	GD4, GD7, GD9	Cultural Competence Design Competence Communication Competence Critical Thinking
Produce print and web portfolios with subsequent marketing materials and a cohesive personal brand identity system.	The student has produced exceptionally refined print and web portfolios with subsequent marketing materials and a cohesive personal brand identity system that exemplifies professional practices in the field.	The student has produced print and web portfolios with subsequent marketing materials and a cohesive personal brand identity system.	The student has developed inconsistent print and web portfolios with marketing materials and a personal brand identity system that is lacking professional standards.	The student has not produced print and web portfolios with subsequent marketing materials and a cohesive personal brand identity system.	GD1, GD2, GD5, GD6, GD7	Cultural Competence Design Competence Communication Competence Critical Thinking