

GD 4000 - GRAPHIC DESIGN SENIOR PORTFOLIO REVIEW

Credits: 0

Students who are registered for GD 4990 - Graphic Design Graduation Portfolio class are required to participate in a departmental senior portfolio review. In this review students demonstrate an understanding of the design process; show a proficiency in presenting their work professionally and an overall comprehension of their field.

Corequisites: GD 4990 - Graphic Design Graduation Portfolio

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
The ability to solve communication problems.	Student excels at solving communication problems through visual design.	Student solves communication problems through visual design.	Student partially solves communication problems through visual design.	Student is unable to solve communication problems through visual design.	GD-1	Communication Competence Design Competence Critical Competence
Research and information gathering, analysis, generation of alternative solutions.	Student excels at applying research, information gathering and analysis in order to generate alternative solutions.	Student applies research, information gathering and analysis to generate alternative solutions.	Student partially applies research, information gathering and analysis to generate alternative solutions.	Student is unable to apply research, information gathering and analysis to generate alternative solutions.	GD-2	Cultural Competence Communication Competence Design Competence Critical Competence
Prototyping, user testing, and evaluation of outcomes	Student excels at creating prototypes, apply user testing and evaluate outcomes.	Student creates prototypes, applies user testing and evaluates outcomes.	Student partially creates prototypes, applies user testing and evaluates outcomes.	Student does not create prototypes, apply user testing or evaluate outcomes.	GD-3	Communication Competence Design Competence Critical Competence
The ability to describe and respond to the audiences and contexts which communication solutions must address. Recognition of the physical, cognitive, cultural, and social human factors that shape design decisions	Student excels at describing and responding to the intended audience and contexts, which communication solutions must address.	Student can describe and respond to the intended audiences and contexts, which communication solutions must address.	Student can partially describe and respond to the intended audiences and contexts, which communication solutions must address.	Student is unable to describe and respond to the intended audience and context, which communication solutions must address.	GD-4	Cultural Competence Communication Competence Design Competence Critical Competence
The ability to create and develop visual form in response to communication problems.	Student excels at recognizing the physical, cognitive, cultural, and social human factors that shape human decisions.	Student recognizes the physical, cognitive, cultural, and human factors that shape human decisions.	Student can partially recognize the physical, cognitive, cultural, and human factors that shape human decisions.	Student does not recognize the physical, cognitive, cultural, and human factors that shape human decisions.	GD-5	Communication Competence Design Competence
Understand principles of visual organization/composition and information hierarchy	Student excels at creating visual form in response to communication problems.	Student creates visual form in response to communication problems.	Student partially creates visual form in response to communication problems.	Student does unable to create visual form in response to communication problems.	GD-6	Communication Competence Design Competence
Understand symbolic representation	Student understands and implements symbolic representation in their design work.	Student understands symbolic representation.	Student partially understands symbolic representation.	Student does not understand symbolic representation.	GD-7	Cultural Competence Communication Competence Critical Competence
Understanding the proper use of Typography and its various applications.	Student excels at applying the principles of visual organization/composition and information hierarchy.	Student applies the principles of visual organization/composition and information hierarchy.	Student partially applies the principles of visual organization/composition and information hierarchy.	Student does not apply the principles of visual organization/composition and information hierarchy.	GD-8	Communication Competence Design Competence
An understanding of tools and technology, including the creation, reproduction, and distribution of visual messages.	Student excels at using industry based tools in the creation, reproduction, and distribution of visual messages.	Student uses industry based tools in the creation, reproduction, and distribution of visual messages.	Student partially uses industry based tools in the creation, reproduction, and distribution of visual messages.	Student does not use industry based tools in the creation, reproduction, and distribution of visual messages.	GD-9	Communication Competence Design Competence
An understanding of design history, theory and criticism.	Student excel at examining their position within design history, theory, and criticism.	Student examines their position within design history, theory, and criticism.	Student partially examines their position within design history, theory, and criticism.	Student does not examine their position within design hisoty, theory, and criticism.	GD-10	Cultural Competence Communication Competence Critical Competence
An understanding of basic business practices, including the ability to organize design projects and to work productively as a member of teams.	Student excels at showing basic business practices, including the ability to organize and work productively as a member of a team.	Student shows basic business practices, including the ability to organize and work productively as a member of a team.	Student partially shows basic business practices, including the ability to organize and work productively as a member of a team.	Student does not show basic business practices, including the ability to organize and work productively as a member of a team.	GD-11	Cultural Competence Communication Competence Critical Competence