

## Learning Outcome/Objective

### Graphic Design and Media Objective Set

#### 1. Media and Convergence

Students will demonstrate a general understanding of graphic design, digital new media, and digital video, and how media converge.

Objective	Mapping
1.1 Students will demonstrate knowledge of graphic design and its place in convergence.	University Level Learning Outcomes: Disciplinary Competence
1.2 Students will demonstrate knowledge in digital new media and their place in convergence.	University Level Learning Outcomes: Disciplinary Competence
1.3 Students will demonstrate knowledge in digital video and its place in convergence.	University Level Learning Outcomes: Disciplinary Competence

#### 2. Constructing Intelligent Graphic Design

Students will demonstrate general skills in constructing intelligent graphic design, including strong design hierarchy, typography, infographics, and identity design.

Objective	Mapping
2.1 Students will demonstrate the place of design hierarchy in the construction of intelligent graphic design.	University Level Learning Outcomes: Disciplinary Competence
2.2 Students will demonstrate in time-base media and effective visual communication.	University Level Learning Outcomes: Disciplinary Competence
2.3 Students will demonstrate the place of identity design in the construction of intelligent graphic design. <i>Marked obsolete by Brian Kokensparger on</i>	University Level Learning Outcomes: Disciplinary Competence

### 3. Visual Vocabulary

Students will demonstrate understanding of the visual vocabulary of graphic design, photojournalism, illustration, digital video and motion graphics.

Objective	Mapping
3.1 Students will demonstrate proficiency in discussing the visual vocabulary of graphic design.	University Level Learning Outcomes: Communication
3.2 Students will demonstrate proficiency in discussing the visual vocabulary of illustration.	University Level Learning Outcomes: Communication
3.3 Students will demonstrate proficiency in discussing the visual vocabulary of digital video and motion graphics.	University Level Learning Outcomes: Communication
3.4 Students will demonstrate proficiency in discussing the visual vocabulary of photojournalism.	University Level Learning Outcomes: Communication

### 4. Supporting Skills

Students will demonstrate the ability to use creative problem solving skills, type as a visual and conceptual tool, and production methods and standards for the design profession.

Objective	Mapping
4.1 Students will demonstrate proficiency in applying creative problem solving skills to their course projects.	University Level Learning Outcomes: Critical Thinking
4.2 Students will demonstrate proficiency in using type as a visual and conceptual tool in their course projects.	University Level Learning Outcomes: Disciplinary Competence
4.3 Students will demonstrate proficiency in production methods and standards for the	University Level Learning Outcomes: Disciplinary Competence

design profession.

4.4 Students will demonstrate proficiency in telling stories using photography.

*Marked obsolete by Brian Kokensparger on 12/01/2016 11:28:16 am CDT*

**University Level Learning Outcomes: Communication**

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