Washtenaw Community College Comprehensive Report

GDT 104 Introduction to Graphic Design
Effective Term: Winter 2024

Course Cover

College: Business and Computer Technologies
Division: Business and Computer Technologies
Department: Digital Media Arts (new)
Discipline: Graphic Design Technology
Course Number: 104
Org Number: 14500
Full Course Title: Introduction to Graphic Design
Transcript Title: Introduction to Graphic Design
Is Consultation with other department(s) required: Yes
Please Explain:
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: Three Year Review / Assessment Report
Change Information:
   Consultation with all departments affected by this course is required.
   Course description
   Outcomes/Assessment
   Objectives/Evaluation
Rationale: Updating syllabus based on assessment.
Proposed Start Semester: Fall 2023
Course Description: In this course, students will be introduced to graphic design principles, methods and techniques used to incorporate type and image in to visual communication. Students complete practical design projects that examine the interaction of medium and message using industry-standard page layout, illustration and image editing software.

Course Credit Hours

Variable hours: No
Credits: 4
Lecture Hours: Instructor: 45 **Student:** 45
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0
Other: Instructor: 45 **Student:** 45

Total Contact Hours: Instructor: 90 **Student:** 90
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

General Education
General Education Area 7 - Computer and Information Literacy
Assoc in Arts - Comp Lit
Assoc in Applied Sci - Comp Lit
Assoc in Science - Comp Lit

Request Course Transfer
Proposed For:
Eastern Michigan University
Ferris State University
Grand Valley State University
Jackson Community College
Kendall School of Design (Ferris)
Lawrence Tech
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University

Student Learning Outcomes

1. Apply graphic design principles to practical design projects.
   Assessment 1
   Assessment Tool: Outcome-related project
   Assessment Date: Winter 2026
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: All
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 75% of students will score 80% or higher.
   Who will score and analyze the data: GDT faculty

2. Create graphic design artifacts that incorporate the contemporary definitions of the interaction of medium and message.
   Assessment 1
   Assessment Tool: Outcome-related project
   Assessment Date: Winter 2026
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: All
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 75% of students will score 80% or higher.
   Who will score and analyze the data: GDT faculty

3. Use the proper software (page layout, image-editing, vector graphics, and motion design software) to complete design problems and projects.
   Assessment 1
   Assessment Tool: Outcome-related project
   Assessment Date: Winter 2026
   Assessment Cycle: Every Three Years

Course section(s)/other population: All
Number students to be assessed: All
How the assessment will be scored: Departmentally-developed rubric
Standard of success to be used for this assessment: 75% of students will score 80% or higher.
Who will score and analyze the data: GDT Faculty

Course Objectives

1. Recognize and apply graphic design principles such as negative space, balance, hierarchy of information, scale, alignment and composition to design.
2. Design page layouts for multipage documents using industry-standard software to create master pages, paragraph styles, character styles, and object styles.
3. Prepare imagery for print and web delivery using industry-standard image editing software.
4. Make selections, mask images, and edit images for color correction, refinement, and resolution using industry-standard image editing software.
5. Create vector-based illustrations, patterns, and typography-based projects using industry-standard illustration software.
6. Prepare images for use in print and web delivery.
7. Demonstrate basic computer literacy skills such as file organization, consistent file naming, capturing and sending screenshots, and unlocking .zip files.
8. Demonstrate a consistent level of professional behavior by successfully meeting project milestones and participating in instructor-led check-ins.
9. Utilize the fundamentals of color theory to effectively choose, combine, and enhance the visual impact of colors.

New Resources for Course

None

Course Textbooks/Resources

Textbooks
Lupton, Ellen. *Graphic Design: The New Basics*, 2nd ed. New York City: Princeton Architectural Press, 2015, ISBN: 9781616893323.
Manuals
Periodicals
Software

Equipment/Facilities

Level III classroom
Computer workstations/lab
Other: Adobe software

Reviewer	Action	Date
Faculty Preparer:		
Kevin Woodland	*Faculty Preparer*	*May 08, 2023*
Department Chair/Area Director:		
Ingrid Ankerson	*Recommend Approval*	*May 10, 2023*
Dean:		
Eva Samulski	*Recommend Approval*	*May 12, 2023*
Curriculum Committee Chair:		
Randy Van Wagnen	*Recommend Approval*	*Sep 05, 2023*
Assessment Committee Chair:		
Jessica Hale	*Recommend Approval*	*Sep 06, 2023*
Vice President for Instruction:		

Victor Vega   *Approve*   *Sep 11, 2023*

Washtenaw Community College Comprehensive Report

GDT 104 Introduction to Graphic Design
Effective Term: Fall 2012

Course Cover
Division: Business and Computer Technologies
Department: Digital Media Arts
Discipline: Graphic Design Technology
Course Number: 104
Org Number: 14500
Full Course Title: Introduction to Graphic Design
Transcript Title: Introduction to Graphic Design
Is Consultation with other department(s) required: Yes
Please Explain:
This is in the new INP Web Design certificate so we met together and worked it out.
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: New Course
Change Information:
Rationale: Need this course to do two things -give an introduction to the software used in graphic design and the fundamental principles of graphic design. If we can combine these topics, we can shorten pre-reqs on other courses and more easily sequence students through the graphic design associate and the INP Web Design Certificate.
Proposed Start Semester: Fall 2012
Course Description: This course is an introduction to graphic design principles, methods and techniques that are used to incorporate type and image in to visual communication. Students complete practical design projects that examine the interaction of medium and message using industry-standard page layout, illustration and image editing software.

Course Credit Hours
Variable hours: No
Credits: 4
Lecture Hours: Instructor: 45 **Student:** 45
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0
Other: Instructor: 45 **Student:** 45

Total Contact Hours: Instructor: 90 **Student:** 90
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Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing
College-level Reading & Writing

College-Level Math
Requisites
General Education
Request Course Transfer
Proposed For:
Central Michigan University

College for Creative Studies
Eastern Michigan University
Ferris State University
Grand Valley State University
Jackson Community College
Kendall School of Design (Ferris)
Lawrence Tech
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University

Student Learning Outcomes

1. Apply graphic design principles to practical design projects.
   Assessment 1
   Assessment Tool: Project
   Assessment Date: Fall 2013
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: All
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 75% of students will score 75% or better
   Who will score and analyze the data: GDT faculty

2. Create graphic design artifacts that incorporate the contemporary definitions of the interaction of medium and message.
   Assessment 1
   Assessment Tool: Project
   Assessment Date: Fall 2013
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: All
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 75% of students will score 75% or better
   Who will score and analyze the data: GDT faculty

3. Apply the proper technical skill(s) to the given projects.
   Assessment 1
   Assessment Tool: Project
   Assessment Date: Fall 2013
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: All
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 75% of students will score 75% or better
   Who will score and analyze the data: GDT Faculty

Course Objectives

1. Recognize and apply graphic design principles such as whitespace, balance, hierarchy of information, scale, alignment and composition to design.
   Matched Outcomes

2. Design page layouts for a multi-page document.
   Matched Outcomes
3. Produce a multi-page document as a comp.
   Matched Outcomes
4. Prepare images for print and Web delivery.
   Matched Outcomes
5. Edit images for color correction, refinement and resolution.
   Matched Outcomes
6. Create basic vector-based illustrations.
   Matched Outcomes
7. Prepare illustrations for use in print and Web delivery.
   Matched Outcomes

New Resources for Course
None

Course Textbooks/Resources
Textbooks
Manuals
Periodicals
Software
Equipment/Facilities

Reviewer	Action	Date
Faculty Preparer:		
Kelley Gottschang	*Faculty Preparer*	*Feb 15, 2012*
Department Chair/Area Director:		
Jennifer Baker	*Recommend Approval*	*Feb 16, 2012*
Dean:		
Rosemary Wilson	*Recommend Approval*	*Apr 02, 2012*
Vice President for Instruction:		
Stuart Blacklaw	*Approve*	*Apr 25, 2012*