Washtenaw Community College Comprehensive Report

GDT 220 Publication Design
Effective Term: Winter 2022

Course Cover

College: Business and Computer Technologies
Division: Business and Computer Technologies
Department: Digital Media Arts (new)
Discipline: Graphic Design Technology
Course Number: 220
Org Number: 14520
Full Course Title: Publication Design
Transcript Title: Publication Design
Is Consultation with other department(s) required: No
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: Overdue for syllabus review
Proposed Start Semester: Fall 2021
Course Description: In this course, students will create multiple-page publications expanding on an understanding of design principles, grid structures and typographic systems. Topics such as text and image organization, visual interest and target audience research will be covered. Students will develop the skills to produce a variety of screen and print work developing a professional portfolio.

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

Requisites

Prerequisite
GDT 100 minimum grade "C"
and
Prerequisite
GDT 112 minimum grade "C"

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
Wayne State University
College for Creative Studies

Student Learning Outcomes

1. Establish typographic systems to show hierarchy and visual relationships in multiple-page documents.
   Assessment 1
   Assessment Tool: Portfolio work from the course
   Assessment Date: Winter 2024
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: A random sample of all students with a minimum of one full section and a maximum of 20 students.
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 75% of the students will score 75% or higher.
   Who will score and analyze the data: GDT faculty

2. Organize text and images in print and screen publications using manuscript, multi-column, and/or modular grids.
   Assessment 1
   Assessment Tool: Portfolio work from the course
   Assessment Date: Winter 2024
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: A random sample of all students with a minimum of one full section and a maximum of 20 students
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 75% of the students will score 75% or higher.
   Who will score and analyze the data: GDT faculty

Course Objectives
1. Use an appropriate grid system to organize type and image across a multiple-page document.
2. Employ typographic systems to establish hierarchy, visual interest and consistent structure to assignments.
3. Critique work for audience, design success and effectiveness.
4. Research target audience and publications related to assigned projects to use as guidelines for industry's best practices.
5. Create master pages, running grids, paragraph and character styles in a multiple-page document.

6. Prepare files for print production including specing work for paper options, folds, binding and other printer instructions.
7. Prepare images for correct color outputs and dots per inch (DPI) for both print and screen.

New Resources for Course

Course Textbooks/Resources
Textbooks
Manuals
Periodicals
Software

Equipment/Facilities
Level I classroom

Reviewer	Action	Date
Faculty Preparer:		
Ingrid Ankerson	*Faculty Preparer*	*May 24, 2021*
Department Chair/Area Director:		
Donald Werthmann	*Recommend Approval*	*Jun 14, 2021*
Dean:		
Eva Samulski	*Recommend Approval*	*Jun 16, 2021*
Curriculum Committee Chair:		
Randy Van Wagnen	*Recommend Approval*	*Sep 02, 2021*
Assessment Committee Chair:		
Shawn Deron	*Recommend Approval*	*Oct 01, 2021*
Vice President for Instruction:		
Kimberly Hurns	*Approve*	*Oct 10, 2021*