OUTCOMES BASED LEARNING MATRIX

Course: ARTG281 — COMPUTER AIDED GRAPHIC DESIGN   **Department: VISUAL ARTS**

Course Description: Relevant to the contemporary graphic designer, this course emphasizes computer layout, type, and color as they integrate into publication design. Laboratory experience in page design and relevant skill building is emphasized. Students generate original graphics and develop a graphics portfolio component. Two lecture and two laboratory hours per week.

*COURSE OUTCOMES	OUTCOMES ACTIVITIES	ASSESSMENT TOOLS
Upon completion of the course the students will be able to:		
Identify and demonstrate the basic operation of the Macintosh OS X interface and Adobe design software	a) Listen to lectures with in-class demonstration b) Read textbook with hands-on exercise	a) Quiz b) Attendance c) In-class assignments d) Read textbook
Create multiple pages layout design	a) Listen to lectures on the development of conceptual skills, critical thinking, verbal articulation, and problem solving skills. b) Use a series of hands-on exercises that would help to understand the technical interpretation of page layout design c) Read textbook for page layout elements and technique d) Read material (handouts) concerning the methods used in page layout. e) Discuss the contents of the textbook and handouts f) Develop a sequence to operate computer page layout package g) Develop various assignments/exercises that would help to produce different publishing materials	a) Quiz b) Attendance c) In-class assignments d) Read textbook e) Self-critiques f) Group critiques g) Hands-on exercises h) A final project should demonstrate an understanding of using page layout design

*COURSE OUTCOMES	OUTCOMES ACTIVITIES	ASSESSMENT TOOLS
	h) Operate multiple design software i) Printout the actual computer version and assess the pre-press information j) Complete final project by using one of the computer layout package k) Conduct critique to convey specific messages for articulation l) Meet deadline	

*COURSE OUTCOMES	OUTCOMES ACTIVITIES	ASSESSMENT TOOLS
Demonstrate the basic image manipulation and editing on the computer photo-editing software	a) Listen to lectures on the development of conceptual skills, critical thinking, verbal articulation, and problem solving skills. b) Use a series of hands-on exercises that would help to understand the technical interpretation of image-editing c) Read textbook for image-editing elements and technique d) Read material (handouts) concerning the methods used in image-editing. e) Discuss the contents of the textbook and handouts f) Develop a sequence to operate computer image-editing package g) Develop various assignments/exercises that would help to experiment the different image manipulation and composition h) Printout the actual computer version and assess the color theory i) Recommend an image-editing final project j) Conduct critique to convey specific messages for articulation k) Meet deadline	a) Quiz b) Attendance c) In-class assignments d) Read textbook e) Self-critiques f) Group critiques g) Hands-on exercises h) A final project should demonstrate an understanding of using image-editing software

*COURSE OUTCOMES	OUTCOMES ACTIVITIES	ASSESSMENT TOOLS
Identify the strengths and weakness of each design software for different design purposes	a) Listen to lectures b) Class demonstration	a) In-class assignments b) Read textbook

*Try to express an outcome as an infinitive phrase that concludes this sentence: **At the end of the course, the students should be able to . . .** Finding the line between too general and too specific can be difficult. In an English Composition course, for instance, it is probably too general to say, "The student should be able to write effective essays." It is probably too specific to say, "The student should be able to write an introductory paragraph of at least 50 words, containing an attention-getting device, an announcement of the narrowed topic, and an explicit thesis sentence." Just right might read, "The student will write introductions that gather attention and focus the essay."