COURSE INFORMATION FORM

DISCIPLINE
Graphic Design

COURSE TITLE
Graphic Design III

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CATALOG DESCRIPTION

This course will focus on advanced design problems for the crossover of print media into digital/electronic, interactive media, and other non-traditional formats as a campaign for communicating and/or promoting a message or ideas.

PREREQUISITES

GDES 210 Graphic Design II, or concurrent enrollment

EXPECTED STUDENT OUTCOMES IN THE COURSE (ESO)

Upon completion of this course, the student will be able to:

1. Define what is meant by cross-media design and how it is used by graphic designers.
2. Research history and analyze trends of cross-media design.
3. Define the visual problem-solving process related to client needs.
4. Research and analyze design trends and professionals of the industry.
5. Define, research and design multiple format solutions to design problems.
6. Use appropriate terminology to analyze and critique works created by student peers, and external references.
GENERAL EDUCATION OUTCOMES (ESO)

Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

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<th>Outcomes</th>
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<td>1. Critical Thinking:</td>
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<td>B. Define, analyze, and evaluate information, materials and data</td>
<td>(2,3,4,5,6)</td>
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<td>4. Integrate information and see relevant relationships that broaden and deepen understanding</td>
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<td>6. Humanities</td>
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<td>C. Identify aesthetic standards used to make critical judgments</td>
<td>(5,6)</td>
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PROGRAM-LEVEL OUTCOMES

CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES

Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

1. Demonstrate the ability to learn and apply required software and technical tools according to industry standards.
2. Apply technical skills and critical thinking skills to solve visual communication problems.
3. Work with others by engaging in collaborative efforts to solve design problems and manage projects.
4. Demonstrate effective time management and communication skills – both written and oral.
5. Demonstrate professional ethics, apply effective business practices and project management skills.

CLASS-LEVEL ASSESSMENT MEASURES

Student accomplishment of expected student outcomes may be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

1. Written test over terms and concepts including process, history, trends, elements, principles and client parameters. (ESO#1,2,4)
2. Classroom critiques facilitated to assess conceptual and practical understanding of the processes, project objectives and outcomes of the student’s design solutions, and to evaluate the student’s ability to exhibit fundamental competency in client-presentation skills and establish critical criteria for judgment and revision. (ESO#6)
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. Define cross-media designing
   A. Introduction
   B. History
   C. Terminology
   D. Impact on our lives

II. Media
   A. Textual Media
      1. Books
      2. Magazines
      3. Annual reports
      4. Marketing/collateral/print advertising
      5. Music CD covers
   B. Electronic Media
      1. Television
      2. Movies
      3. Audio/Music
   C. Digital Media
      1. Web
      2. Interactive
      3. Games
      4. Mobile/smartphones
      5. Pads
   D. Environmental/Product Media
1. Merchandise/packaging
2. Performance
3. Theme parks
4. Outdoor marketing
5. Music concerts
6. Theater
7. Happenings/collaborated interactive

III. Genres
A. Entertainment & Art
B. Education & Training
C. Activism & Public Awareness
D. Marketing & Advertising

IV. Concept – Message dissemination
A. Generating concepts to communicate a message or idea
B. Process for execution of a concept across multiple media formats
C. Working in a team/collaborative
D. Analyzing and critiquing concepts and execution