

## Learning Outcomes: ARTS 104 – Introduction to Graphic Design

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### **Level 1 – Knowledge**

- Identify and apply the elements of “visual grammar” [elements and principles of design]
- Define and identify basic elements of typography

### **Level 2 - Comprehension**

- Identify, choose and apply appropriate Adobe software for specific tasks within a project

### **Level 3 - Application**

- Employ self-imposed time-management skills.

### **Level 4 - Analysis**

- N/A

### **Level 5 - Synthesis**

- Develop and create a finished portfolio applying concepts and knowledge from the course

### **Level 6 - Evaluation**

- Analyze, evaluate and apply the critique process as a means to strengthen personal work