

## Learning Outcomes: ARTS 303 – Graphic Design I

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**Relevant Careers:**

- Concept Artist
- Front End Designer
- Information Graphics Designer

**Level 1 – Knowledge**

- Identify the basics of design, layout, typography and printing processes in order to better understand what the area of visual communications is all about.
- Recognize and develop basic conceptual thinking in creative problem solving.
- Identify and utilize sources of information outside the classroom that can be helpful for the visual problems presented in class.

**Level 2 - Comprehension**

- Distinguish between the appropriate and inappropriate methods of using typography in message-making.
- Identify and define design objectives and client goals.
- 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**

- Examine a variety of visual options for the problem through thumbnails and sketching in a personal journal.

**Level 5 - Synthesis**

- Formulate written statements articulating the content and rationale of your designs.

**Level 6 - Evaluation**

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