

Learning Outcomes: ARTS 304 – Graphic Design II

Relevant Careers:

- Front End Designer

Level 1 – Knowledge

- N/A

Level 2 - Comprehension

- Continued identification and utilization of sources of inspiration outside the classroom that can be helpful for the visual problems presented in class.

Level 3 - Application

- Continued demonstration of skills as a visual communicator, capable of creating visually dramatic design solutions.
- Employs a variety of tools and technologies to solve design problems, both analog and digital.
- Use of combination of principles of typography and animation in time-based motion graphics project.
- Employ self-imposed time-management skills.

Level 4 - Analysis

- Illustrate a deeper understanding of the creative process.
- 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.
- Develop and demonstrate a professional, personal demeanor and work ethic.

Level 6 - Evaluation

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