Washtenaw Community College Comprehensive Report

GDT 239 Imaging and Illustration
Effective Term: Spring/Summer 2016

Course Cover
Division: Business and Computer Technologies
Department: Digital Media Arts
Discipline: Graphic Design Technology
Course Number: 239
Org Number: 14500
Full Course Title: Imaging and Illustration
Transcript Title: Imaging and Illustration
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: Course Change
Change Information:
    Consultation with all departments affected by this course is required.
    Pre-requisite, co-requisite, or enrollment restrictions
    Outcomes/Assessment
Rationale: Adding back in to the program after removal from restricted elective.
Proposed Start Semester: Spring/Summer 2016
Course Description: In this course, the student develops skills with advanced digital tools, methodologies and concepts for communicating visual solutions with real world relevance. A variety of projects may include information graphics, rendering, editorial and interpretive illustration, spot illustration and promotional illustration.

Course Credit Hours
Variable hours: No
Credits: 4
Lecture Hours: Instructor: 45 **Student:** 45
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0
Other: Instructor: 45 **Student:** 45

Total Contact Hours: Instructor: 90 **Student:** 90
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing
College-level Reading & Writing

College-Level Math

Requisites
Prerequisite
GDT 112
and
Prerequisite
GDT 104 minimum grade "C+"

General Education
General Education Area 7 - Computer and Information Literacy
Assoc in Arts - Comp Lit
Assoc in Applied Sci - Comp Lit
Assoc in Science - Comp Lit

Request Course Transfer
Proposed For:

Student Learning Outcomes

1. Develop and convey ideas for visual communication from concept through execution.
   Assessment 1
   Assessment Tool: Portfolio
   Assessment Date: Winter 2017
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: Random sample of 50% students with a minimum of one full section
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 70% of the students will score 70% or higher.
   Who will score and analyze the data: Department(GDT)faculty

2. Use leading vector and raster graphic software and other media to create imagery.
   Assessment 1
   Assessment Tool: Portfolio
   Assessment Date: Winter 2017
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: Random sample of 50% students with a minimum of one full section
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 70% of the students will score 70% or higher.
   Who will score and analyze the data: Department(GDT)faculty

3. Apply principles of visual design in creation of images and compositions to successfully and effectively communicate intended message.
   Assessment 1
   Assessment Tool: Portfolio
   Assessment Date: Winter 2017
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: Random sample of 50% students with a minimum of one full section
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 70% of the students will score 70% or higher.
   Who will score and analyze the data: Department(GDT)faculty

Course Objectives
1. Discuss, research examples and gather information.
2. Participate in class discussions and presentations.
3. Determine approach or slant or work (persuasive didactic, humorous, promotional, public service, etc.)

4. Demonstrate creative visual thinking process for developing graphic message (brainstorming, word/image association, etc.)
5. Complete software exercises.
6. Identify and implement appropriate software and methods or combination of techniques.
7. Demonstrate advanced technical software skills.
8. Incorporate variety of digital devices.
9. Provide written explanation/articulation of design rationale.
10. Prepare images for print, final presentation and appropriate digital format and resolution.
11. Prepare professional presentation of solution.

New Resources for Course

Course Textbooks/Resources
Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Reviewer	Action	Date
Faculty Preparer:		
Kristine Willimann	*Faculty Preparer*	*Dec 15, 2015*
Department Chair/Area Director:		
Ingrid Ankerson	*Recommend Approval*	*Dec 16, 2015*
Dean:		
Kimberly Hurns	*Recommend Approval*	*Dec 16, 2015*
Curriculum Committee Chair:		
Kelley Gottschang	*Recommend Approval*	*Jan 20, 2016*
Assessment Committee Chair:		
Michelle Garey	*Recommend Approval*	*Jan 25, 2016*
Vice President for Instruction:		
Michael Nealon	*Approve*	*Jan 25, 2016*