

ALLEN COMMUNITY COLLEGE

Program Outcomes for Graphic Design

- Recognize art and design-related tools and technology, including their roles in the creation, reproduction, and distribution of visual messages.
- Identify key aspects of graphic design history, theory and criticism from a variety of perspectives, including prominent designers, historians and contemporary writers and thought-leaders.
- Show fluency in the breadth of disciplines that graphic design encompasses, with deep exploration into information architecture, user interface design, interactive design, motion graphics, iterative image-making, exhibition design and typeface design.
- Demonstrate technical knowledge and skills in drawing and composition applying principles of design, color, visual space, layout, topography, and technique to create effective visual communication.
- Design original concepts, build prototypes, integrate feedback and carry projects through to the production process.
- Create original visual designs that exhibit a distinct, unique personal voice.

General Education Outcomes

1. Effective Written and Oral Communication
 - 1.1 Compose written work that effectively conveys information.
 - 1.2 Express ideas verbally to convey meaning in a variety of contexts.
2. Mathematics and Analytical Reasoning
 - 2.1 Demonstrate the use of numbers in multiple settings.
 - 2.2 Interpret data to formulate conclusions.
3. Critical Thinking and Problem Solving
 - 3.1 Analyze and evaluate an issue to form a judgment.
 - 3.2 Demonstrate a logical process to reach a conclusion.
4. Social Context in the World
 - 4.1 Evaluate the impact of culture and society on one's daily life.
 - 4.2 Analyze the diversity of culture and opinions in an ever-changing global community.
5. Appreciation of Arts and Humanities
 - 5.1 Identify and appraise the characteristics of artistic expression.
 - 5.2 Identify and analyze the fundamental traits of human culture and beliefs.