



Example of Course Learning Outcome Competency Grid

Student Name:

CWID:

Student Instructions:

- 1) Click the [Simple Syllabus Library](#) to search for the course master syllabus.
- 2) Download a copy of the course master syllabus. The master syllabus will be included in the portfolio submission.
- 3) Type the Course code (e.g. ENG 101), Course Title, and Course Description from the master syllabus.
- 4) In Column A in the chart below, list the Course Learning Outcomes from the course master syllabus (see Course Learning Outcome Competency Grid_Sample). Each learning outcome should be listed on a separate line.

Course: FIA 130

Course Title: Introduction to Graphic Design

Course Description: This course is an introductory technology-based studio course that provides a basic understanding of the techniques, concepts, and processes involved in the field of Graphic Design. Topics include a historic and contemporary examination of graphic design and its impact on the commercial design profession. Additionally, this course introduces students to typography, image editing, color theory, layout and grids, and aesthetics. Students will gain skills in designing various applications including print and multimedia. Careers and opportunities in graphic design will also be discussed

3 lecture hours per week

3 credit hours

Column A Course Learning Outcome	Column B Evidence of College Level Learning
Acquire a solid understanding of the roles of art, design, and visual culture in a particular historical period and/or world culture.	Reflection comparing and contrasting the design styles of various graphic design artists (traditional and contemporary) from 1990 to present.
Plan, analyze, and work on the design process, and create visual solutions by understanding concept generation and creativity to communicate problem-solving.	Drafts of design process for Hershey's holiday limited edition packaging demonstrated progression of concept development and creative problem-solving.
Understand and employ color theory, typography, illustration, photography, and various print and layout techniques in different design projects.	Designs from Hershey's holiday limited edition packaging demonstrated mastery in color theory, typography, illustration,



	photography, and print and layout techniques.
Utilize computer software and tools to execute various assignments. Software types: Adobe Photoshop, Illustrator, and InDesign.	Portfolio included completion of Adobe Certified Professional certificate.
Develop layout, grids, and design of publications such as magazines, newspapers, and corporate reports.	Developed layout, grids, and design for Hershey's holiday limited edition packaging.
Demonstrate excellent design skills in their assignments. Students will have the ability to design various formats using images, typography, color theory, movement, alignment and hierarchy for designing posters, book cover, and logos.	Mastery of design skills are evident in the Hershey's holiday limited edition packaging campaign materials.

Reviewer Instructions:

- 1) In the chart above, describe the evidence of college level learning from the portfolio review (see Course Learning Outcome Competency Grid_Example).
- 2) Complete the Reviewer Evaluation section below.
- 3) Sign the form and submit to the Division Dean.

Reviewer Evaluation

I, _____, affirm that the student has met the course learning outcomes for _____.

**If course equivalency is different than the course referenced above, then complete a new Course Learning Outcome Competency Grid and submit both versions to the Division Dean.*

Reviewed by: _____ Date: _____