

**Course Evaluation Measures Menu**

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| **Course number:** | VSC 278 |
| **Course title:** | Advanced Layout and Illustration |
| **Campus location(s):** | Terry |
| **Effective semester:** | 2021-51 |

**Core Course Performance Objectives**

1. Access, use, and store data using a Macintosh or personal computer (PC) based platform. (CCC 2, 4, 5, 6; PGC AAD 2)
2. Apply the elements and principles of design to illustrations, multiple page typographical layouts, and/or advertisement designs. (CCC 1, 2, 4, 5, 6; PGC ADD 3, 4, 5)
3. Develop assignment proposals, and apply project management, copyright and fair use, and teamwork to design projects. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 1, 3, 4, 5, 6)
4. Create multiple page layouts and/or branded campaigns using materials that express issues pertaining to a given creative brief and/or stakeholder subject matter. (CCC 1, 2, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5)
5. Prepare and present work-in-progress review to the client. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 2, 3, 4, 5, 6)
6. Prepare and present formal concept presentations to the client, and use constructive criticism to make improvements. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 2, 3, 4, 5, 6)

**Summative Evaluations**

*Please note: All courses must have a* ***minimum******of four*** *summative evaluation measures, and those measures should include a variety of evaluation methods (e.g., test, oral presentation, group project).* ***Please list all summative evaluation measures. In addition to these summative measures, a variety of formative exercises/quizzes/other assignments should be used to guide instruction and learning* *but only required to be included on the final course grade.***

*For each measure, please include a scope of the assignment: for example, if requiring a research paper, include the range of required number of words and number and types of sources; for a test, include the types and number of questions; for a presentation, include the minimum and maximum time, and so on.*

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| **Evaluation Measures:** Include each agreed upon measure and scope of that measure (see above). | **Which CCPO(s) does this evaluation measure?** |
| **Observation Assessment**  Students work in a collaborative environment conducting research, developing ideas, solving identified and potential design objectives. Project Marker Rubric assesses student’s research, time management, contribution, preparedness as a formative measurement. | **1-4** |
| **Program Booklet - Multipage Layout Assignment**  Students create multiple page (at least 8 pages) layouts using master pages, character styles, and paragraph styles for a branded campaign using materials that express issues pertaining to a given creative brief and/or stakeholder subject matter. Department developed rubric is used as a summative measurement. | **4-6** |
| **Illustrated Book Assignment**  Students create multiple page (at least 8 pages) layouts using original illustrations, master pages, character styles, and paragraph styles for a children’s book, graphic novel, or directions manual. Department developed rubric is used as a summative measurement. | **4-6** |
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**FINAL COURSE GRADE**

(Calculated using the following weighted average)

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| **Evaluation Measure** | **Percentage of final grade** |
| Formative Assessments (Observation Assessments) equally weighted | 25% |
| Summative Assessments (Projects) equally weighted | 75% |
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| TOTAL | 100% |

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| **Submitted by (Collegewide Lead):** | Patti Bishop | **Date** | 9/12/19 |
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| **Approved by counterparts** | | **Date** |  |
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| **Reviewed by Curriculum Committee** | | **Date** | 9/18/19 |