SACS Indicator
Typographic Design

Please use the attached rubric to evaluate work in the BFA review for SACS.

Objective

Students will develop expertise in the use of type in graphic design, utilizing type as image, and combining image and type.

Indicator

BFA Portfolio Review

Students in the BFA Graphic Design program will be required to take ARTS 3322, Typography. At the conclusion of this course, students will submit a portfolio for review and admission into upper level courses in the BFA program. The portfolio will demonstrate

• an understanding of typographic standards
• the ability to select type appropriate for a given project
• the ability to organize typographic information in a logical, hierarchal manner
• the ability to use type as image
• the ability to employ type as an expressive visual element

Graphic design faculty will evaluate work in the portfolios.

Rubric:
10 = Student demonstrates perfection in ability
9 = Student demonstrates exceptional expertise
8 =Student demonstrates proficiency and skillfulness
7=Student demonstrates adequate ability
6 = Student demonstrates ability that needs improvement to be adequate
5= Student demonstrates that there is no ability or grasp of the concept or technique
0= Student fails to demonstrate anything