

SACS Indicator Spring 2012 Typographic Design

Please use the attached form 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

The graphic design faculty of 3 professors will evaluate work in the exhibition.

Rubric:

100 = Student demonstrates perfection in ability

90 = Student demonstrates exceptional expertise

80 = Student demonstrates proficiency and skillfulness

70 = Student demonstrates adequate ability

60 = Student demonstrates ability that needs improvement to be adequate

50 = Student demonstrates that there is no ability or grasp of the concept or technique

0 = Student fails to demonstrate anything

