

SACS Indicator 2013-14

Students will create Digital Publications

Please use the attached form to evaluate work form ARTS 4325 Advanced
Typographic Design

Objective

Students will develop the ability to create digital publications for mobile devices and digital distribution.

Indicator

Graphic Design students will be required to take ARTS 4325, Advanced Typographic Design and produce a portfolio of work at the end of the semester.

The exhibition will demonstrate the student's

- ability to use Adobe InDesign software to create a digital publication;
- ability to gather, manage and assemble content into a unified digital experience;
- ability to integrate interactive elements into a publication design.

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

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