

## Communication Design Minor

By the successful completion of this minor, a student will:

1. show <b>understanding</b> of current and historical professional practices, processes and methods of the graphic design industry.
2. show <b>competence</b> in the usage of typography and its variables to convey and augment the inherent message of textual content, express it meaningfully and aid the viewer in processing information.
3. Show <b>competent</b> knowledge of the design vocabulary used in communication design and related fields including conceptual terms and software related expressions.
4. <b>Demonstrate</b> ability to follow a design brief and apply critical thinking and problem solving skills to communicate.
5. Evidence a <b>strong</b> understanding of the iterative making process in graphic design, using incremental methods such as prototyping, user testing and evaluation to build toward more advanced work.
6. Show <b>competence</b> in presenting, evaluating and critically analyzing communication design projects, including one's own.

Learning outcome definition key	
UNDERSTANDING	The student is conversant in the language and importance of the topic in relation to design disciplines including product design, architecture, interior design, fashion, communication and digital design.
COMPETENCE	The student has the ability to apply knowledge of the topic within the design process consistently, but often in a basic and routine way.
STRENGTH	The student has the ability to apply the knowledge in multiple ways that show an understanding of more subtle aspects of the topic.
DEMONSTRATION	The student has the ability to consistently and accurately apply the knowledge in their own way, making subtle distinctions in where and when the knowledge is applicable.
FLUENCY	The student can apply the knowledge in unique and improvisational ways to support design arguments.