

Learning Objectives: Introduction to Graphic Design

Learning Goal	Cognitive Level	Formative Assessment	Summative Assessment
By the end of week 2, students will be able to identify and explain five core design principles: contrast, balance, alignment, repetition, and proximity in at least three professional design examples.	Understand	In class quiz and group discussion analyzing design samples.	Short written analysis where students label and describe how each principle is used in a chosen advertisement or poster.
By the end of week 4, students will apply digital design principles to create a visually balanced flyer using Adobe Illustrator, demonstrating proper use of color, typography, and visual hierarchy.	Apply	Draft flyer submission for instructor feedback using a design rubric.	Final flyer project graded on creativity, technical skill, and design principle application.
By the end of week 6, students will evaluate two peer projects using a structured critique rubric and provide constructive feedback supported by design terminology.	Evaluate	Guided peer critique session with instructor moderation.	Written peer review report analyzing two designs and offering evidence based recommendations.