

Learning Objectives: Introduction to Graphic Design

Learning Goal	Cognitive Level	Formative Assessment	Summative Assessment
<p>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.</p>	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.
<p>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.</p>	Apply	Draft flyer submission for instructor feedback using a design rubric.	Final flyer project graded on creativity, technical skill, and design principle application.
<p>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.</p>	Evaluate	Guided peer critique session with instructor moderation.	Written peer review report analyzing two designs and offering evidence based recommendations.