

COMMUNICATION GRAPHICS (ADVERTISING DESIGN)

Laney College

Outcome	Institutional Outcomes	Assessment Method
Demonstrate fundamental elements of composition and design. Create works of art that demonstrate fundamental elements of composition and design.		Evaluation of assignments.
Demonstrate use of color theory in art and design. Create works of art that demonstrate a knowledge of fundamental color theory in art and design.		Evaluation of assignments.
Demonstrate mastery of art methods and media. Create artworks that demonstrate a knowledge of and facility with methods and media used in two or more art practices.		Evaluation of assignments.