Equipment for the Graphic Design Program

Large Format Digital Press Networked Printer
Cost: 9,000

Justifications:
1.   Student Learning Outcomes/goals

- The student will demonstrate basic skills of professional software/hardware currently used by Graphic Designers and fine artists.

- Demonstrate a knowledge of computer operation: File and folder management; use of input and output devices to produce projects on disk and hardcopy for evaluation; use of graphics software for image making including fine art and design.

- The student will explore the analysis and interpretation of the elements and principles of graphic design as applied to the practice of visual communication and current graphic production techniques.

- Use interactive media to analyze methods in production design, type selection and type specification in relation to current computer pre-press technology.

- The student will exhibit an understanding of the elements and principles of graphic design as applied to the practice of publication design.

- The student will demonstrate an advanced understanding of the design process as it relates to the use of the computer to create typography and image in electronic publishing.

2.   Student success rates

The digital press will enable students to produce industry quality projects that will ultimately be included in portfolios. The resource will help students produce work with greater refinement, accuracy, and professionalism. It will provide tangible evidence of their growth and maturation within the graphic design curriculum.

3.   Retention

The graphic design curriculum engages with over 375 students a year. All of the students attending these courses would directly benefit in engaging with the equipment through a hands on real world experience and application.

4.   Equity goals

Having this equipment available for students will provide access to those who may not have the financial resources to engage with such technology. Students will directly benefit by using the equipment to produce work, projects, materials that are expectations under the graphic design curriculum and vocation. Students who have access to the technology will be able to produce portfolios that will help them be competitive with those graduating from university level programs.