

## **Technology Integration Summary Statement**

### **Design and Typography \* Bill Lynch \* Created 10, 2000**

Technology, in this case the computer program Adobe Illustrator, is the vehicle that facilitates the student's knowledge of typographical design solutions for logos, posters and advertising design layouts.

By presenting typographical design lessons in context to existing readily available digital examples the instructor will be able to lay a foundation and reference for student design development while using the computer program.

The technology in the classroom will allow the instructor to demonstrate process, terminology and technique previously learned in non-computer studio based courses. Integration of this technology at this point will reinforce basic principles and facilitate practical knowledge and creativity.

The technology will also allow the instructor to recognize and share student's various accomplishments while checking student competency attainment. As individual questions arise, the instructor can reinforce typographical design considerations to remaining student core by way of the collaborative technology tool.

Technology facilitates the constructivist learning environment by allowing the student to actively engage in individual attributes of lessons and synthesis the relationship to each other and the final project. It also assists in the comprehension of goal attainment of the student by providing visual reference of each lesson to each other and how they relate the final project.

Through application of learner centered design projects, the student will be able to apply typographical considerations and principles in unique and meaningful ways. The computer program allows for rendering of many custom typographical solutions. It is fundamental that the successful design students demonstrate competent utilization of this technology in the production of effective type design.