

قياس مدى تحقيق معايير جودة التعليم في تصميم ملصق انفوجرافيك كوسيط اتصالي بصري حديث
لطلاب التصميم الجرافيكي

Measuring the achievement of educational quality standards in designing an Infographic label as a modern optical communication medium for graphic design students

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Introduction:

Today, the world lives in a huge digitally developed technology, which has led to merge the two phenomena of: the information revolution and the communications revolution, which have made the world in continual confrontation with information through various channels of communication. This phenomenon is known as the flow of information.

One of the most important manifestations of this information flow and its huge revolution is the production of a great amount of information, data and statistics that made it more complex and difficult for the recipient to understand, and analyze this information. Which led to the search for a communication channel based on the visual representation of information which attracts to the attention of the recipient, known as Infographic.

The course of the traditional and digital illustrations is one of the Department Compulsory Requirements, that is taught to the students of the second year - Graphic Design Department - Faculty of Architecture and Design – University of Petra. This course acquires its importance in achieving its objectives through achieving the learning outcomes that are targeted according to the quality assurance standards of education.

To the need of the course to use the new trends of design, and develop The students' productions to be In line with market requirements. The researcher presents a proposal in which students design digital illustrations of an infographic poster, from analyzing information, organizing ideas, analyzing shapes, developing concepts, to final design, and then measuring what each student achieved in the final design of: Knowledge and understanding outputs, intellectual skills outputs, professional and practical skills outputs, and general and transferable skills outputs. Within the framework of the quality ensuring of education in the teaching process of this course