

Graphic Design BFA

Develop student’s ability to successfully analyze information

Goal Description:

Prepare students to critically evaluate a design challenge and formulate an appropriate, well documented solution.

Providing Department: Graphic Design BFA

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Interactive Design Process

Learning Objective Description:

Students will learn the research, development, and synthesis workflow.

RELATED ITEM LEVEL 2

Interactive Design Process

Indicator Description:

Graphic Design students will be required to take ARTS 4343 Advanced Interactive Design and demonstrate the student’s ability to;

- Document project research
- Document project development
- Actualize a final project launch

Criterion Description:

The graphic design faculty will evaluate work from ARTS 4343 Advanced Interactive Design using a rubric that scores each aspect of the indicator on a scale of 0 to 100. It is hoped that at least 75% of the students will eventually score 80 or higher in each area.

Findings Description:

The graphic design faculty evaluated work from ARTS 4343 Advanced Interactive Design using

a rubric that scores each aspect of the indicator on a scale of 0 to 100. It is hoped that at least 75% of the students will eventually score 80 or higher in each area.

Document project research

Results show that 100% (13 of 13) of the students evaluated scored at least 80%.

Document project development

Results show that 100% (13 of 13) of the students evaluated scored at least 80%.

Actualize a final project launch

Results show that 92.3% (12 of 13)of the students evaluated scored at least 80%.

The average of all criteria shows that 100% (13 of 13) of students are now meeting or exceeding the 80% goal.

RELATED ITEM LEVEL 3

Interactive Design Process

Action Description:

For the second year, ARTS4333 and ARTS4343 were taught by a new Graphic Design faculty resulting in a considerable shift and reorganization of both student abilities, skills, and methods within ARTS4333 Interactive Design and ARTS 4343 Advanced Interactive Design. As a result, ARTS 4343 Advanced Interactive Design has shifted its initiatives to more advanced concepts focusing on UX/UI Strategy, Research, and Design. We recognize that this pivot has resulted in a change in our scoring. This shift helped to support initiatives in research, development, and actualizing launch while also increasing the level of course material areas of student learning in the synthesis of workflow and design.

Actions to improve include:

- Adjustment of the course curriculum, lectures, and projects to ensure new industry standards in line with a UX Focus, allowing for an increase of mid-level development standards in ARTS4333 and higher levels of research in ARTS4343.
- Adjustment of project development, documentation process, and expectations.
- Continue to Improve and maintain attention to course sequencing to ensure adequate preparation for design classes that meet standards in User Interaction and User Experience Industries.
- Continue adjustment of the course curriculum, lectures, and projects to ensure new industry standards in UX Strategy and Synthesis workflow, such as Brief writing, Provisional Persona, Journey Mapping, Competitive Analysis, and Competitive Design analysis.
- Continue adjustment of the course curriculum, lectures, and projects to ensure industry standards in UX documented Research practices, such as the surveys, interviews, data Marketing assessment, benchmarks surrounding Qualitative / Quantitative data gathering and analysis.
- Continue to improve course process and iterations to ensure industry Interactive Design Best practices surrounding Wireframing, Multiple levels of Low – Mid – High fidelity Prototyping as well as actualization of user implementation.
- Continue to evaluate and assess our progress.

Prepare students for professional practice

Goal Description:

Prepare students to submit a portfolio of professional quality digital design work to potential employers, clients, or graduate programs.

Providing Department: Graphic Design BFA

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Interactive Development

Learning Objective Description:

Students will develop the ability to create publications for digital products and services.

RELATED ITEM LEVEL 2

Interactive Development

Indicator Description:

Graphic Design students will be required to take ARTS 4343 Advanced Interactive Design and produce a digital based- design that demonstrates the student's ability to;

- Gather, manage and assemble content into a unified digital experience
- Integrate interactive elements into website implementation

Criterion Description:

The graphic design faculty will evaluate work from ARTS 4343 Advanced Interactive Design, using a rubric that scores each aspect of the indicator on a scale of 0 to 100. It is hoped that at least 75% of the students will eventually score 80 or higher in each area.

Findings Description:

The graphic design faculty evaluated work from ARTS 4343 Advanced Interactive Design using

a rubric that scores each aspect of the indicator on a scale of 0 to 100. It is hoped that at least 75% of the students will eventually score 80 or higher in each area.

Gather, manage and assemble content into a unified digital experience

Results show that 84.6% (11 of 13) of the students evaluated scored at least 80%.

Integrate interactive elements into website implementation

Results show that 84.6% (11 of 13) of the students evaluated scored at least 80%.

The average of all criteria shows that 84.6% (11 of 13) of students are now meeting or exceeding the 80% goal.

RELATED ITEM LEVEL 3

Interactive Design Development

Action Description:

For the second year, ARTS4333 and ARTS4343 were taught by a new Graphic Design faculty. This has resulted in a considerable shift and reorganization of learning objectives and criteria in ARTS4343 Advanced Interactive Design. As a result, the prerequisite course, ARTS 4333 Interactive Design, will take on the Goal 1 initiative in creating websites using code surrounding HTML and CSS, in addition to introducing basic JavaScript and User interface. We recognize that this shift has resulted in a no score in our initial Goal 1 (stated above) “Use HTML/CSS to create websites.” This shift helps to increase levels of course material to support new initiatives in research and Team- based learning for Advanced Interactive Design, allowing for more technical skill and familiarity with terminology at the lower level Art4333 course while increasing higher-level initiatives in more advanced concepts in UX/UI Strategy, Research, and Design.

Actions to improve include:

- Adjustment of the course projects to introduce Team-Based initiatives where students will work together collectively to contribute to a relevant UX / UI digital- design product or service.
- Adjustment of the course curriculum, lectures, and projects to ensure new industry standards with a User Experience focus on Strategy, Research, and Design, allowing for an increase to higher levels of research in ARTS4343. This contributes to students gathering, managing, and assembling content into a unified digital experience.
- Adjustments to ARTS4333 improve course lectures and projects to ensure industry standards and best practices, including raising mid-level use of front-end development with HTML, CSS, and introduction of basic Javascript.
- Continue to improve course lectures and projects to ensure industry best practices, including the use of prototyping software to illustrate both the integration and use of interactive Elements.

- Continue to improve, re-access, and maintain attention to course sequencing to ensure better standards and best practices in the field of Interactive Design as well as advanced levels of preparedness.
- Continue to evaluate and access our progress.

Update to Previous Cycle's Plan for Continuous Improvement Item

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

Closing Summary

The Graphic Design faculty will continue to guide majors into the appropriate classes and course sequence. The Advising SAM center will also continue advising majors into proper course selections. In addition to advising, prompt communication for curriculum updates and changes with the Advising SAM center will also be performed. We expect that proper sequencing will continue to improve student preparedness and subsequent course performance.

For ARTS 4331 Illustration, we expect to continue to concentrate on the upper-level course and prepare for a professional portfolio. Consistency and advanced levels of this course teaching by Graphic Design faculty are continuously expected to improve the quality of student works for the senior level and prepare quality works for their professional portfolios.

For ARTS 4343 Advanced Interactive Design, we expect that the consistency of teaching by Graphic Design faculty from Interactive Design to Advanced Interactive Design will improve the objectives of this course. In addition, we continue to improve course projects to ensure industry standards and best practices used in the strategic, research, design, and development process.

The faculty will continue to monitor students' preparedness for upper-level classes and discuss curriculum changes as necessary.

Update of Progress to the Previous Cycle's PCI:

The Graphic Design faculty continued to guide and advise major and minor students on course selections and sequencing for upper-level courses. Advising efforts were made with course sequence design, and classes being recommended in the correct order significantly improved the overall quality of student work and results in ARTS 4343 Advanced Interactive Design. The Advising SAM Center continued to assist in student advising in major and minor course selections and communicated with Graphic Design faculty for updates and changes in curriculum aspects.

During this cycle, ARTS 4343 Advanced Interactive Design has been able to increase levels of quality with regards to student documented research, project development, and actualizing a final project launch have much improved. With regards to documented research, students have effectively illustrated the practice of gathering and analyzing data utilizing both quantitative and qualitative research practices. This research practice has resulted in better planning, strategic building, as well as effectiveness in designing Hypothetical digital-based solutions. These solutions then lead students to better actualization of a final project by developing more robust digital prototypes that best address the needs and expectations of their target user, scenario, and its environment.

Overall, these improvements have resulted in better student preparedness as well as subsequent course performance in the area of digital design. However, evaluations also showed that consensus on integrating interactive elements into website implementation still needs to develop clearer criterium which can better be supported through faculty and score assessment.

New Plan for Continuous Improvement Item

Closing Summary:

The Graphic Design faculty will continue to guide majors and minors into the appropriate classes and course sequence. The Advising SAM center will also continue advising majors and minors into proper course selections. In addition to advising, prompt communication for curriculum updates and changes with the Advising SAM center will also be performed. We expect that proper sequencing will continue to improve student preparedness and subsequent course performance.

As ARTS 4343 Advance Interactive Design moves forward, we will continue to improve on *User Experience in the areas of Strategy, Research, and Design*, while introducing *Team-Based initiatives focused on UX / UI digital- design products*. To better support ARTS 4343, we will increase the *use of interactive Elements through mid-level front-end development in HTML, CSS, and basic Javascript in ARTS 4333*. This along with a new hire in tenure track faculty, Assistant Professor, will help to establish a better criterion on course objectives, assessment, scoring, and consistency throughout the students' course sequence and overall performance.

The faculty will continue to monitor students' preparedness for upper-level classes and discuss curriculum changes as necessary.