

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

Progress: Ongoing

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 will evaluate work from ARTS 4333, 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% (11 of 11) of the students evaluated scored at least 80%.

Document project development

Results show that 100% (11 of 11) of the students evaluated scored at least 80%.

Actualize a final project launch

Results show that 82% (9 of 11) of the students evaluated scored at least 80%.

The average of all criteria show that 91% (10 of 11) of students are now meeting or exceeding the 80% goal.

RELATED ITEM LEVEL 3

Interactive Design Process

Action Description:

As a result of significant shifts and reorganization in both ARTS4333 Interactive and ARTS4343 Advanced Interactive Design, we have successfully maintained high scores in student abilities and skills related to UX/UI strategy, research, and development. These changes will help to build a foundation and support new initiatives to improve and enhance course materials in areas of student learning synthesis of workflow, visual design, and the execution of project launches. As part of this initiative, we will focus on improving lectures, demonstrations, and standards in visual design and developmental practices in interactive prototypes to convey user-centric digital products and services that simulate the user experience and demonstrate projects launch.

- 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 high-levels of research in ARTS4343.
- Continue to maintain best practices in project documentation for process, development, and research.
- 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, SWOT Analysis, and Competitive Design analysis.
- Continue adjustment of the course curriculum, lectures, and projects to ensure industry standards in UX documented Research practices, such conducting user research, create user personas, and engage in usability testing to understand your target audience through 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.
- Adjust courses to focus on both visual and developmental practices in interactive prototypes using design tools or specialized prototyping software to convey user-centric digital products and services that simulate the user experience and demonstrate projects launch.
- Continue to evaluate and access 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

Progress: Ongoing

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 human-user-centered 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 will evaluate work from ARTS 4343, 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 91% (10 of 11) of the students evaluated scored at least 80%.

Integrate interactive elements into website implementation

Results show that 91% (10 of 11) of the students evaluated scored at least 80%.

The average of all criteria show that 91% (10 of 11) of students are now meeting or exceeding the 80% goal.

RELATED ITEM LEVEL 3

Interactive Design Development

Action Description:

As result of considerable shifts and reorganization of learning objectives and criteria for both ARTS4333 and Arts 4343, ARTS4343 Advanced course has been able to increase levels of assembling content into a unified digital experience and illustrating the integration of interactive elements. As we move forward, we will continue to develop and improve basic terminology, coding, and visual-interactive design at the lower level Art4333 course while maintaining and refining higher-level initiatives in more advanced concepts in UX Strategy and Research.

- Refine Team-Based initiatives where students will work together collectively to contribute to a relevant UX / UI digital- design product or service.
- Continue refining and maintain course curriculum, lectures, and projects to meet industry standards in UX areas of Strategy and Research. This includes developing personas, gathering information, surveys, collecting data, analysis and users journey.
- Continue to 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 basic JavaScript.
- Continue to improve course lectures and projects to ensure industry best practices, including exploring advanced prototypes, complex interactions, UI patterns and integrating basic to micro interactions.
- 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 advance 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 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.

Update of Progress to the Previous Cycle's PCI:

Graphic Design faculty continued to guide and advise major students on course selection 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 works and results in both ARTS 4331 Illustration and ARTS 4343 Advanced Interactive Design. The Advising SAM Center continued to assist in student advising in major course selections and communicated with Graphic Design faculty for updates and changes in curriculum aspects.

As part of new initiatives implemented in the previous cycle, Arts 4343 Advanced Interactive design has been able to maintain high scores for all students in areas of best practices and documentation in research and development. This marks a significant improvement compared to our performance in 2021 and establishes a solid foundation as we shift our focus towards improving visual design, prototyping to simulate the user experience and demonstrate projects launch.

Although we have made notable progress, there was a drop in synthesis workflow, yet we still remained within the target of goal of 82%. However, the overall average across all development criteria improved 10%, ensuring all students now meet or exceed the 80% goal. We will need to monitor this change and investigate ways to keep improving these scores through better practices in wireframing, prototyping and presentation.

In contrast to this we had a 7% increase across the board in the areas of development with regards to assemble content into a unified digital user experience and integrating interactive elements into human-user-centered implementation. Overall, these improvements have resulted in better student preparedness as well as subsequent course performance in digital design. Though assessment has improved, evaluations still indicates a need to develop criterium which can better be supported through all faculty.

New Plan for Continuous Improvement Item

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.

The Advance Interactive Design will continue to improve proper practices in wireframing, prototyping, and visual design. We will 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 advance levels of preparedness.

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