Art BFA (Advertising and Graphic Design)

Prepare Students For Professional Practice

Goal Description:

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

RELATED ITEMS/ELEMENTS -

RELATED ITEM LEVEL 1

Design Illustration

Learning Objective Description:

Graphic Design students will develop an approach to illustration that focuses on the visual communication of ideas, as well as the ability to create illustrations utilizing analog and digital processes.

RELATED ITEM LEVEL 2

(Design Illustration) Illustration Portfolio

Indicator Description:

Students in ARTS 4331 Illustration will assemble a portfolio of Illlustrations from projects created in this class.

The projects will demonstrate the students' ability to

- employ a range of illustrative techniques
- utilize visual metaphors as an illustrative solution
- generate expressive design solutions within a concept focused design process.

Criterion Description:

The graphic design faculty will evaluate work in the portfolios using a rubric that scores each aspect of the criteria on a scale of 0-100. The scores will be compared with the scores from he previous year to determine progress or needs for improvement. It is expected that 75% of the students will score at 80 or higher.

Findings Description:

Previous findings and subsequent faculty discussion concluded that a Graphic Design focused Illustration course was needed. We plan to review this concern further upon the arrival of a new, additional tenure track faculty member in Fall 2016 in effort to determine if a new illustration course is the best solution, or if different subject matter would be more valuable to the program.

RELATED ITEM LEVEL 1

Digital Publication Development

Learning Objective Description:

Students will develop the ability to create publications for mobile devices.

Attached Files

📄 Assignment Sheet

RELATED ITEM LEVEL 2

(Digital Publication Development) Advanced Typographic Design

Indicator Description:

Graphic Design students will be required to take ARTS 4325, Advanced Typographic Design and produce a digital publication that demonstrates the student's ability to;

- Use Adobe InDesign software to create a digital publication;
- Gather, manage and assemble content into a unified digital experience;
- Integrate interactive elements into a publication design.

Criterion Description:

The graphic design faculty will evaluate work from ARTS 4325, using a rubric that scores each aspect of the indicator on a scale of 0-100. It is hoped that at least 75% of the students will eventually score 80 or higher in each area.

Findings Description:

The ability to use Adobe InDesign and DPS software
Results show that 100% (13 of 13) of the students evaluated scored at least 80%.

The ability to gather, manage and assemble content into a unified digital experience
Results show that 85% (11 of 13) of the students evaluated scored at least 80%.

The ability to promote communication through the use of interactive elements
Results show that 77% (10 of 13) of the students evaluated scored at least 80%.

Attached Files
📄 SACS Dig Pub Eval 2016

RELATED ITEM LEVEL 3

(Digital Publication Development) Action

Action Description:

Class assignments have been revised to address previous weaknesses, and students have shown consistent improvement over the past three evaluation periods. The average of all criteria show that 87% of students are now meeting or exceeding the 80% goal, an increase of 7% from the last evaluation period.

The Graphic Design faculty are satisfied with the results of this objective and consider it complete at this time.

RELATED ITEM LEVEL 1

Typographic Skills

Learning Objective Description:

Students will develop expertise in the use of type in graphic design, utilizing type as image, and combining image and type.

RELATED ITEM LEVEL 2

(Typographic Skills) Senior Design Exhibition

Indicator Description:

At conclusion of the ARTS 4323 Graphic Design Senior Studio course, BFA Graphic Design Students will be expected to present a portfolio of their work that will demonstrate the following;

• An understanding of typographic standards
• The ability to select type appropriate for a given project
• The ability to organize typographic information in a logical, hierarchal manner
• The ability to use type as image
• The ability to employ type as an expressive visual element

Attached Files
📄 GD Exhibition 2016

Criterion Description:

The graphic design faculty will evaluate portfolios from students at the conclusion of ARTS 4323 Graphic Design Senior Studio. Using a rubric that scores each aspect of the portfolio on a scale of 0-100, it is expected that 75% of the students will score at least 80 in each area.

Findings Description:

An understanding of typographic standards
Results show that 100% (9 of 9) of the students evaluated scored at least 80%.

The ability to select type appropriate for a given project
Results show that 100% (9 of 9) of the students evaluated scored at least 80%.

The ability to organize typographic information in a logical, hierarchal manner
Results show that 100% (9 of 9) of the students evaluated scored at least 80%.

The ability to use type as image
Results show that 89% (8 of 9) of the students evaluated scored at least 80%.

The ability to employ type as an expressive visual element
Results show that 89% (8 of 9) of the students evaluated scored at least 80%.

Attached Files
📄 SACS Type Skills Eval 2016

RELATED ITEM LEVEL 3

(Typographic Skills) Action

Action Description:

Typographic Skills have shown satisfactory progress over the past three evaluation periods. The average of all criteria show that 89% of students are now meeting or exceeding the 80% goal, up from 80% during the last assessment.

Moving forward, the Graphic Design faculty will consider periodic evaluation of this objective, but have determined that these evaluations are no longer necessary at this time.

Update to Previous Cycle's Plan for Continuous Improvement

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

The Department of Art will conduct a search for a new Graphic Design faculty with expertise in Web Design, Interactive Design and Motion Graphics. The Graphic Design faculty will continue to develop the curriculum to emphasize these areas and work with adjunct faculty to develop the course objectives of ARTS 3375 Web Development so that students demonstrate the ability to use their technical abilities in unique individual projects.

Update of Progress to the Previous Cycle's PCI:

The Department conducted a successful faculty search this past spring for a faculty member with the skills and experience necessary to revise and teach Web Development, Interactive Design and Motion Graphics. The Department's Graphic Design faculty will meet during the Fall semester to discuss the Objectives, Indicators, and Criterion necessary to assess these areas as well as prioritize the courses for evaluation.

Plan for Continuous Improvement

Closing Summary:

The Department conducted a successful faculty search this past spring for a faculty member with the skills and experience necessary to revise and teach Web Development, Interactive Design and Motion Graphics. The Department's Graphic Design faculty will meet during the Fall semester to discuss the Objectives, Indicators, and Criterion necessary to assess these areas as well as prioritize the courses for evaluation.

Previous findings and subsequent faculty discussion concluded that a Graphic Design focused Illustration course was needed. We plan to review this concern further upon the arrival of a new, additional tenure track faculty member in Fall 2016 in effort to determine if a new illustration course is the best solution, or if different subject matter would be more valuable to the program. The Design Illustration Learning Objective will be on hold pending the faculty's decision.

Finally, the Findings for both current Learning Objectives related to Typography have shown satisfactory progress over the past three evaluation periods. Moving forward, the Graphic Design faculty will consider periodic evaluation of typographic skills, but have determined that these evaluations are no longer necessary at this time.