Graphic Design BFA

(Goal 1) 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.

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RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

(Goal 1 Objective A) 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

(Goal 1 Objective A Indicator Criterion) Design Illustration

Indicator Description:

Graphic Design students will be required to take ARTS 4331, Illustration, and will produce work that demonstrates 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 from ARTS 4331, 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 3 Graphic Design faculty evaluated a range of work from the Spring 2017 section of ARTS 4331 Illustration and arrived at the following results. See the attached PDF for scoring details.

Employ a range of illustrative techniques

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

Utilize visual metaphors as an illustrative solution

Results show that 61.5% (8 of 13) of the students evaluated scored at least 80%.

Generate expressive design solutions within a concept focused design process

Results show that 61.5% (8 of 13) of the students evaluated scored at least 80%.

The average of all criteria show that 69.2% of students are now meeting or exceeding the 80% goal.

Attached Files

📄 SACS Illustration Eval 2017

RELATED ITEM LEVEL 3

(Goal 1 Objective A Action) Design Illustration

Action Description:

Illustration for Graphic Design has been an ongoing concern and its evaluation was put on hold during last year's assessment. We resumed the assessment this year and were able to successfully evaluate the indicators established for previous assessment periods.

Students exceeded our goal of 80% in regard to the *Employ a range of illustrative techniques* Indicator and demonstrated the ability to apply and use analog and digital processes in the creation of their final design solutions.

The ability to *utilize visual metaphors as an illustrative solution* as well as the the ability to *generate expressive design solutions within a concept focused design process* did not meet our goal expectations.

Actions to improve include:

- Emphasize the use of metaphor as an illustrative solution .
- Emphasize clarity in the communication of subject matter and concept in student work.
- Continue to revise course assignments in effort to improve areas of weakness.
- Continue To Evaluate.

(Goal 1 Objective B) Interactive Development
Learning Objective Description:
Students will develop the ability to create publications for mobile devices.

(Goal 1 Objective B Indicator Criterion) Interactive Development.
Indicator Description:
Graphic Design students will be required to take ARTS 4333, Interactive Design and produce responsive web design that demonstrates the student's ability to;
- Use HTML/CSS to create websites
- 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 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.

Findings Description:
The 3 Graphic Design faculty evaluated a range of work from the Fall 2016 section of ARTS 4333 Interactive Design and arrived at the following results. See the attached PDF for scoring details.

Use HTML/CSS to create websites
Results show that 60% (6 of 10) of the students evaluated scored at least 80%.

Gather, manage and assemble content into a unified digital experience
Results show that 50% (5 of 10) of the students evaluated scored at least 80%.

Integrate interactive elements into website implementation
Results show that 50% (5 of 10) of the students evaluated scored at least 80%.

The average of all criteria show that 60% of students are now meeting or exceeding the 80% goal.

Attached Files
📄 SACS Interactive Production Eval 2017

(Goal 1 Objective B Action) Interactive Development
Action Description:
Interactive Design has been an area of need in the program for some time, and the 2016–2017 academic year saw the arrival of a third faculty member with specific skills in this area. Assessment of Interactive Design skills will allow the program to establish a baseline as we move forward with ongoing reviews.

We were able to identify areas of weakness that we attribute largely to a pre-requisite course, Website Development, which required substantial adjustment to the lecture and project components of the course being evaluated as it proceeded. The expected technical skills and an adequate familiarity with terminology were not at the level required for this subsequent course.

Actions to improve include:

- Closer attention to course sequencing to ensure the proper degree of preparedness.
- Steering Graphic Design majors into a Graphic Design specific section of the pre-requisite Website Development to better ensure that the expected subject matter has been covered.
- Adjustment of additional supporting courses, Typography for example, to emphasize the terminological familiarity expected in Interactive Design.
- Continue To Evaluate.

(Goal 2) 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.

RELATED ITEMS/ELEMENTS -

RELATED ITEM LEVEL 1

(Goal 2 Objective A) Interactive Design Process
Learning Objective Description:

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

RELATED ITEM LEVEL 2

(Goal 2 Objective A Indicator Criterion) Interactive Design Process
Indicator Description:

Graphic Design students will be required to take ARTS 4333, Interactive Design and demonstrates 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 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.

Findings Description:

The 3 Graphic Design faculty evaluated a range of work from the Fall 2016 section of ARTS 4333 Interactive Design and arrived at the following results. See the attached PDF for scoring details.

Document project research
Results show that 90% (9 of 10) of the students evaluated scored at least 80%.

Document project development
Results show that 60% (6 of 10) of the students evaluated scored at least 80%.

Actualize a final project launch
Results show that 50% (5 of 10) of the students evaluated scored at least 80%.

The average of all criteria show that 60% of students are now meeting or exceeding the 80% goal.

Attached Files

📄 SACS Interactive WF Eval 2017

RELATED ITEM LEVEL 3

(Goal 2 Objective A Action) Interactive Design Process
Action Description:

As seen in our evaluation of Interactive Development, students were not fully prepared for the challenges of the Interactive Design course, specifically the development and coding aspects of the course as evidenced by lower evaluation scores on two of our three Indicators.

Indicator one, Document project research, exceeded our desired goal of 80%.

Actions to improve include:

- Emphasizing and clarifying the Project Development Documentation process and expectations.
- Closer attention to course sequencing to ensure the proper degree of preparedness.
- Steering Graphic Design majors into a Graphic Design specific section of the pre-requisite Website Development to better ensure that the expected subject matter has been covered.
- Continue To Evaluate.

Update to Previous Cycle's Plan for Continuous Improvement

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

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.

Update of Progress to the Previous Cycle's PCI:

The Graphic Design faculty met in early Fall 2016 to discuss and establish program Objectives, Indicators, and Criterion for the academic year. Our new Graphic Design faculty member taught sections of Interactive Design, Website Development, and Motion Graphics during the 2016/2017 academic year. Accordingly, the faculty decided to begin assessing Interactive Design in effort to establish a baseline for the program and track program progress.

The Department of Art offered a Graphic Design centric section of ARTS 4331 Illustration in Spring 2017. In addition, the faculty revised the course description and added a prerequisite of ARTS 3322 Typography to ARTS 4331 Illustration.

New Plan for Continuous Improvement

Closing Summary:

Graphic Design faculty saw the addition of a third colleague for 2016/2017 who began teaching Web Development, Interactive Design and Motion Graphics. In addition, ARTS 4331 Illustration is now being taught by Graphic Design faculty and we expect this to continue.

During the 2016/2017 academic year the Graphic Design faculty worked to revise several course descriptions and pre-requisites. It is hoped that we will begin to see benefits from doing so across all of our classes, and specifically the courses used to evaluate our currently established Objectives. While we plan to continue to evaluate using the indicators and criterion established during this year's evaluation, the Graphic Design faculty will meet during the Fall semester to discuss currently established Objectives, Indicators, and Criterion and determine if any adjustments are necessary.

The faculty will continue to monitor student's preparedness for upper level classes and discuss curriculum changes as necessary. The Graphic Design faculty also plan to assume a greater role in the advising of Graphic Design majors in effort to maximize their preparedness for upper level classes.