

Academic Assessment Plan

(BFA in Graphic Design)

(May 2018)

Program Goals (3-4)

(Program goals are broad general statements of what the program intends to accomplish and describes what a student will be able to do after completing the program. The program goals are linked to the mission of the university and college.)

- 1. The program will cultivate creative thinkers and inventive problem solvers that are aware of contemporary technological, social, physical and cultural contexts.**
- 2. The program will prepare students to be contributors to an interdisciplinary design world.**
- 3. The program will ask students to experiment with form, technique and concept, while understanding the historical precedents of their discipline and working to respond appropriately to audience and context.**

Student Learning Outcomes (6-8)

(Student Learning Outcomes are defined in terms of the knowledge, skills, and abilities that students will know and be able to do as a result of completing a program. These student learning outcomes are directly linked to the accomplishment of the program goals.)

- 1. Students will actively research, analyze and interpret the contemporary design world.**
- 2. Students will demonstrate the ability to solve problems through design.**
- 3. Students will develop the ability to be successful collaborators through the use of strong communication skills and strong methodology.**
- 4. Students will practice experimenting with form, technique and concept, pushing their work beyond expected outcomes.**
- 5. Students will demonstrate the ability to be lateral thinkers through experimentation and exploration during concept development.**
- 6. Students will identify and describe historical precedents in the justification of formal, technical and conceptual choices.**

Process for Assessing each Student Learning Outcome

(A process must be defined and documented to regularly assess student learning and achievement of student learning outcomes. The results of the assessment must be utilized as input for the improvement of the program.)

1. Timeline for assessment and analysis

Direct Methods are assessed by the full graphic design in the School of Art at the end of every year. In-Direct methods are monitored by Chair, Dean, Provost through the Annual Report and the fields of study through external achievements of students continuing in the design fields.

(Must include specific timeline for collection and analysis of assessment data.)

The Annual report is submitted annually in July.

2. Means of assessment and desired level of student achievement

(Must include at least one direct and one indirect method of assessment for each learning outcome.)

Direct method:

BFA graphic design students participate in formal reviews at the end of each year in which they are assessed by a group of faculty. Each reviewer fills out an assessment form, ranking the students on a scale of 1 – 5. These reports are communicated with the students expressing improvement areas and strengths.

In-Direct Method:

BFA graphic design students are required to maintain a 3.00 or higher grade point average in design courses and at least a 2.00 GPA overall.

3. Reporting of results

(Must at least report annually to the Dean of college/school.)

Based on findings from assessment, a summary will be provided to the Dean's office via the department chair each July in the Annual Report.

Continued work on type sensitivity, understanding of systems, addition of motion design in the curriculum through specific projects in existing courses, along with more formal experimentation.

- **Any changes to the assessment process made or planned.**

We see the need to utilize a different set of more advanced questions for the second year students and will implement that next year.