

Department of Art and Design

Bachelor of Arts in Graphic Design

National Standards	Program Review	Learning Outcomes	Where are learning outcomes published?	Assessment Measurement Tools	Criteria for Success	Data Collected Over Time Period	Findings from Data Collection	Resulting Program Changes
National Association of Schools of Art and Design (NASAD)	1998-1999 and 2004-2005	1. TEACH: Majors will be able to produce original works of art of acceptable ("emerging artist" professional) quality in one of the following media: drawing, painting, sculpture, photography, printmaking, or "new genres."	Catalog, website, course syllabi	Portfolio, reviewed by a panel of faculty and professionals	75% of portfolios will be of acceptable quality (entry level commercial quality)	2002-2006	2002 50% of students produce work of acceptable quality; the other 50% have not acquired technical mastery or grasped intellectual issues relevant to their work	The scope of upper division graphics lab courses was expanded; History of Design course (ART 335) was added
		2. TEACH: Students will have the ability to use relevant graphic tools and technology to create, produce and distribute visual messages.	Catalog, website, course syllabi	Portfolio, reviewed by a panel of faculty and professionals	75% of students will be competent in use of relevant tools and technology	2002-2006	2002 50% of students produce work of acceptable quality; the other 50% have not acquired technical mastery or grasped intellectual issues relevant to their work	The scope of upper division graphics lab courses was expanded
		3. SHAPE: Students will be able to recognize and identify the work of historically important graphic designers and design styles.	Catalog, website, course syllabi	Objective exit examination testing students' general knowledge of design history (given in ART 467)	75% of students will receive "C" or higher	2003-2006	2003 begin evaluation	
		4. SHAPE: Students will be able to write insightfully, intelligently and coherently about their own design work.	Catalog, website, course syllabi	Thesis statement submitted in defense of work included in portfolio, evaluated by jury of faculty (ART 467)	75% of thesis statements will be "C" quality or better	2003-2006	2003 begin evaluation	
		5. SEND: Graduates will secure entry-level employment as professional graphic designers or in related fields such as advertising.		Alumni survey	75% of alumni who pursue graphic design careers will have found field-related professional work	2003-2006	2003 begin evaluation	

