

BFA: Graphic Design

Assessment Plan

Art Department

Student Learning Outcomes (performance, knowledge, attitudes)	Related Program/ Departmental Goals	Related College Goals	Related University Goals	Method(s) of Assessment *	Who Assessed **	When Assessed ***	Standard of Mastery/ Criterion of Achievement ****
1. Students will show knowledge of the historical antecedents of visual communications.	2. To enhance our students' understanding of the diversity and unity inherent to the tradition and innovations, the freedom and restraint of both visual and physical imagery in the arts.	2. Improve students' knowledge of human cultures and diversity for success in a global society	VI. Build inclusive and diverse campus communities that promote intellectual inquiry and encourage civility, mutual respect, and cooperation.	--Completion of designated Art History courses --Examination --Creation of original work that reflects art historical examples from Graphic Design traditions.	All Graphic Design Majors.	The Art History Core and in upper division art history electives	100%

<p>2. Students will be able to apply and demonstrate the use of the basic design elements of space, line, color shape, texture form and value.</p>	<p>1. To prepare students for significant roles in society as professional practitioners of the visual arts, art educators and designers of visual art and associated media</p>	<p>1. Ensure that students develop disciplinary specific competencies for success in their fields</p>	<p>I: Maintain and strengthen an outstanding academic and student life on the Ellensburg campus.</p>	<p>--Rubrics used to assess coursework</p>	<p>All Graphic Design Majors.</p>	<p>All 100 and 200 studio Based courses</p>	<p>100%</p>
<p>3. Students will be able to demonstrate and apply the basic design principles, such as unity, harmony, contrast, repetition, variety, emphasis, balance, proportion, functionality, proximity, etc.</p>	<p>1. To pre students for significant roles in society as professional practitioners of the visual arts, art educators and designers of visual art and associated media</p>	<p>1. Ensure that students develop disciplinary specific competencies for success in their fields</p>	<p>I. Maintain and strengthen an outstanding academic and student life on the Ellensburg campus.</p>	<p>--Rubrics used to assess coursework</p>	<p>All Graphic Design Majors.</p>	<p>All 100 and 200 studio based courses.</p>	<p>100%</p>

<p>4. Students will be able to identify the typographic fonts that are considered classic and put these fonts to use in visual communication projects.</p>	<p>1. To prepare students for significant roles in society as professional practitioners of the visual arts, art educators and designers of visual art and associated media</p> <p>4. To provide for our students the opportunity to pursue graduate study in visual art on an equal footing with students who graduate from other art departments in the state and region.</p>	<p>1. Ensure that students develop disciplinary specific competencies for success in their fields</p> <p>4. Develop students' intellectual and practical skills for lifelong learning</p>	<p>I. Maintain and strengthen an outstanding academic and student life on the Ellensburg campus.</p> <p>IV. Build mutually beneficial partnerships with the public sector, industry, professional groups, institutions, and the communities surrounding our campuses.</p>	<p>--Examination</p> <p>--Rubrics used to evaluate typography projects.</p>	<p>All Graphic Design Majors.</p>	<p><i>Art 274, Typography and Art 474, Advanced Typography</i></p>	<p>100%</p>
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<p>5. Students will be able to use industry tools and software to create visual communication s projects.</p>	<p>1. To prepare students for significant roles in society as professional practitioners of the visual arts, art educators and designers of visual art and associated media</p> <p>3. To facilitate liberal learning and academic excellence through instruction that is sensitive to the needs of a diverse student body and is attentive to the technological and economic realities of an increasingly visual culture.</p> <p>4. To provide for our students the opportunity to pursue graduate study in visual art on an equal footing with students who graduate from other art departments in the state and region.</p>	<p>1. Ensure that students develop disciplinary specific competencies for success in their fields</p> <p>3. Facilitate disciplinary and interdisciplinary integrative learning for creative inquiry</p> <p>4. Develop students' intellectual and practical skills for lifelong learning</p>	<p>I. Maintain and strengthen an outstanding academic and student life on the Ellensburg campus.</p> <p>IV. Build mutually beneficial partnerships with the public sector, industry, professional groups, institutions, and the communities surrounding our campuses</p>	<p>--Rubrics used to evaluate design projects</p>	<p>All Graphic Design Majors.</p>	<p>All studio Based courses and in <i>Art 495, Studio Project</i></p>	
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<p>6. Students will demonstrate understanding of how to use LeCorbusier's modular grid system of layout design and be able to deconstruct said system.</p>	<p>1. To prepare students for significant roles in society as professional practitioners of the visual arts, art educators and designers of visual art and associated media</p> <p>4. To provide for our students the opportunity to pursue graduate study in visual art on an equal footing with students who graduate from other art departments in the state and region.</p>	<p>1. Ensure that students develop disciplinary specific competencies for success in their fields</p> <p>2. Improve students' knowledge of human cultures and diversity for success in a global society</p>	<p>I. Maintain and strengthen an outstanding academic and student life on the Ellensburg campus.</p>	<p>Creation of original work that reflects art historical examples from Graphic Design traditions including those of LeCorbusier's modular grid system.</p>	<p>All Graphic Design Majors.</p>	<p><i>Art 274, Typography and Art 474, Advanced Typography</i></p>	<p>100%</p>
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<p>7. Students will be able to assemble a professional portfolio to show prospective employers.</p>	<p>1. To prepare students for significant roles in society as professional practitioners of the visual arts, art educators and designers of visual art and associated media</p> <p>3. To facilitate liberal learning and academic excellence through instruction that is sensitive to the needs of a diverse student body and is attentive to the technological and economic realities of an increasingly visual culture.</p> <p>4. To provide for our students the opportunity to pursue graduate study in visual art on an equal footing with students who graduate from other art departments in the state and region.</p>	<p>1. Ensure that students develop disciplinary specific competencies for success in their fields</p> <p>2. Improve students' knowledge of human cultures and diversity for success in a global society</p> <p>3. Facilitate disciplinary and interdisciplinary integrative learning for creative inquiry</p> <p>4. Develop students' intellectual and practical skills for lifelong learning</p> <p>5. Enhance students' civic knowledge and engagement locally and globally for responsible citizenship</p>	<p>I. Maintain and strengthen an outstanding academic and student life on the Ellensburg campus.</p> <p>III. Strengthen and further diversify our funding base and strengthen infrastructure to support academic and student programs.</p> <p>IV. Build mutually beneficial partnerships with the public sector, industry, professional groups, institutions, and the communities surrounding our campuses.</p> <p>V. Achieve regional and national prominence for the university.</p> <p>VI. Build inclusive and diverse campus communities that promote intellectual inquiry and encourage</p>	<p>-Portfolio review by outside AIGA member design firms</p> <p>--3-5 interviews with AIGA member design firms</p> <p>--Internship and internship report</p> <p>--Reflection paper on portfolio review experience</p>	<p>All Graphic Design Majors.</p>	<p>300 and 400 level studio courses, especially <i>Art 495, Studio Project</i></p>	<p>100%</p>
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*Method(s) of assessment should include those that are both direct (tests, essays, presentations, projects) and indirect (surveys, interviews) in nature

**Data needs to be collected and differentiated by location (Ellensburg campus vs University Centers – see NWCCU standard 2.B.2)

***Timing of assessment should be identified at different transition points of program (i.e., admission, mid-point, end-of-program, post-program)