



Central Washington University

Degree Program Student Learning Outcome Assessment Plan

Department: Art

Program: BFA-Graphic Design

Revised Fall 2015

Student Learning Outcome (performance, knowledge, attitudes)	Related CWU Strategic Outcome(s) http://www.cwu.edu/strategic-planning/	Method(s) of Assessment (What is the assessment?)*	Who Assessed (Students from what courses - population)**	When Assessed (term, dates)***	Standard of Mastery/ Criterion of Achievement (How good does performance have to be?)
1. Students will show knowledge of the historical antecedents of visual communications.	1.1.1 Students will achieve programmatic learning outcomes.	--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%
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.	1.1.1 Students will achieve programmatic learning outcomes.	--Rubrics used to assess coursework	All Graphic Design Majors.	All 100 and 200 studio-based courses	100%
3. Students will be able to demonstrate and apply the basic design principles, such as unity, harmony, contrast, repetition, variety, emphasis,	1.1.1 Students will achieve programmatic learning outcomes.	--Rubrics used to assess coursework	All Graphic Design Majors.	All 100 and 200 studio-based courses.	100%

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balance, proportion, functionality, proximity, etc.					
4. Students will be able to identify the typographic fonts that are considered classic and put these fonts to use in visual communication projects.	1.1.1 Students will achieve programmatic learning outcomes.	--Examination --Rubrics used to evaluate typography projects.	All Graphic Design Majors.	<i>Art 274, Typography</i> and <i>Art 474, Advanced Typography.</i>	100%
5. Students will be able to use industry tools and software to create visual communications projects.	1.1.1 Students will achieve programmatic learning outcomes.	--Rubrics used to evaluate design projects	All Graphic Design Majors.	All studio Based courses and in <i>Art 495, Studio Project</i>	
6. Students will demonstrate understanding of how to use LeCorbusier's modular grid system of layout design and be able to deconstruct said system.	1.1.1 Students will achieve programmatic learning outcomes.	Creation of original work that reflects art historical examples from Graphic Design traditions including those of LeCorbusier's modular grid system.	All Graphic Design Majors.	<i>Art 274, Typography</i> and <i>Art 474, Advanced Typography</i>	100%
7. Students will be able to assemble a professional portfolio to show prospective employers.	1.1.1 Students will achieve programmatic learning outcomes. 3.1.2 Sustain the number of courses that include research, scholarship, and creative expression	-Portfolio review by outside AIGA member design firms --3-5 interviews with AIGA member design firms --Internship and internship report	All Graphic Design Majors.	300 and 400 level studio courses, especially <i>Art 495, Studio Project</i>	100%

Student Learning Outcome (performance, knowledge, attitudes)	Related CWU Strategic Outcome(s) http://www.cwu.edu/sstrategic-planning/	Method(s) of Assessment (What is the assessment?)*	Who Assessed (Students from what courses - population)**	When Assessed (term, dates)***	Standard of Mastery/ Criterion of Achievement (How good does performance have to be?)
	skills as key outcomes.	--Reflection paper on portfolio review experience			

*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) and modality (e.g. online, face-to-face, hybrid)
 ***Timing of assessment should ideally be at different transition points of program (i.e., admission, mid-point, end-of-program, post-program)

rev. 10/15

Assessment Cycle

Analysis and Interpretation: December
 Improvement Actions: Completed by June
 Dissemination: Completed by June

Year SLOs	15-16	16-17	17-18	18-19	19-20	20-21
1		x				
2			x			
3				x		
4					x	
5						x
6						
7	x					

Assessment Oversight

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