

## Annual Report on Program Student Learning Outcomes Assessment

Program: BFA Graphic Design

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### 1. Learning Objectives:

Students graduating with a Bachelor of Fine Art major in Graphic Design are expected to:

a. Generate a body of work that applies design thinking to develop visual communication skills. This includes ideation (generating, analyzing, and responding to design problems), exploration (investigate potential conceptual and formal solutions), development (reconsidering solutions through an iterative design process), critique and presentation. A thorough awareness of design history and professional heritage, including courses, discussions, and research opportunities, underscores this work.

b. Design across multiple modalities. Students must demonstrate advanced proficiency in a range of fundamental skills including typography, form-making, and message-making across varied platforms (print, screen-based and time-based). Through a range of required and elective courses, students will gain experience in multiple practice areas, such as editorial, interactive, or motion design. It is expected that their range of experience will allow them to approach and solve a variety of design problems in the field. Additionally, projects involving other disciplines at the university are promoted whenever possible.

c. Articulate a unique and individual design voice and visual methodology. Students develop a body of work that reflects their personal interests, cultural, and geographic influences formally and conceptually, and engages with and contributes to contemporary practice and discussion in the field. This body of work culminates with the thesis investigation, a personally driven body of work that presents the individual student's visual / critical method.