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:

#1. Develop a design process
    ideation: Develop advanced skills in image and text-based communication
    exploration: investigate potential conceptual and formal solutions
    development: reconsider solutions through an iterative design process critique:
    discuss and evaluate potential solutions; consider feedback
    presentation: professionally present final work
    documentation: record and document both the process and final work for future
    reference

#2. Master key principles: form, authorship, audience, medium, context
    form: develop advanced image- and type-based visual
    communication skills
    authorship: student understands the role of the graphic designer in
    professional practice, helping define, shape and author creative content
    audience: students define an audience and shape a message to fit
    intended audience
    medium: 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)
    context: contemplate the direction of contemporary practice and speculate
    future trajectories through design practice

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

#4. Learn design agility; design across multiple modalities
    —gain experience in multiple practice areas, such as web, interactive, or
    information design through a range of required and elective courses
    —range of experience empowers students to approach and solve a variety of

design problems in the field

—projects involving other disciplines at the university are promoted whenever possible.

#5. Develop a holistic understanding of design's past, present and future

—develop an awareness of design history, studying key moments and seminal personalities

—study the impact of design history on current and developing trends

—contemplate the direction of contemporary practice and speculate future trajectories through design discourse

#6. Professionally develop

—Contribute to a collaborative, interdisciplinary studio culture

—Build a professional network and engage in professional community

—Encourage discourse and participate in broader community through extra-curricular activity including lectures, studio tours and study abroad workshops

—Interface with clients

—Develop strong visual and verbal communication skills

(through practice in speaking in front of a group, writing designer and project statements, critique, resume writing, portfolio development)

visual / critical method.