Annual Report on Program Student Learning Outcomes Assessment

Program: MFA Graphic Design
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1. **Learning Objectives:**

MFA candidates in graphic design are expected to:
1. Refine a design process
      <u>ideation:</u> Develop advanced skills in image and text-based communication
      <u>exploration:</u> investigate potential conceptual and formal solutions
      <u>development:</u> reconsider solutions through an iterative design process
      <u>critique:</u> discuss and evaluate potential solutions; consider feedback
      <u>presentation:</u> professionally present final work
      <u>documentation:</u> record and document both the process and final work for future
      reference

2. Master key principles: form, authorship, audience, medium, context
      <u>form</u>: develop advanced image- and type-based visual
      communication skills
      <u>authorship</u>: student understands the role of the graphic designer in
      professional practice, helping define, shape and author creative content
      <u>audience</u>: students define an audience and shape a message to fit
      intended audience
      <u>medium</u>: 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)
      <u>context</u>: 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)