

**Assessment Plan: Department of Art, Graphic Design and Art History**

**Degree:** Master of Fine Arts (MFA)

**Program:** Graphic Design

**Mission:**

The Master of Fine Arts in Graphic Design is a three-year, sixty credit hour, terminal degree in the Department of Art, Graphic Design and Art History. The program aims to deepen a candidate's engagement in professional practice and design research while building a robust area of expertise within graphic design. Supported by an emphasis on research, presentation, and critical writing skills, the M.F.A. program is crafted to prepare graduates to contribute to design practice and education through research, teaching and outreach.

**Graduate Learning Outcomes**

1. Research
2. Presentation
3. Writing
4. Practice

**Assessment Method and Timeline**

Graduate students will complete a thesis and a group thesis exhibition as a requirement for their degree. The thesis is presented in the final semester of the third year of study. The production and professional presentation of design research in a gallery / presentation setting is accompanied by the written thesis and requires a formal oral defense. The thesis exhibition must present demonstrable technical skills, formal and conceptual awareness, and exemplary knowledge of the principles and theory that encompass the chosen area of concentration. The scope of the exhibition and caliber of design research is expected to be comparable to the work of professionals in the field. A committee made up of the student's advisor and her / his two other committee members, and all Graphic Design Faculty members (T-TT) will evaluate the demonstration of Graduate Learning Outcomes based on a rubric (attached).

**Using Results to Improve the Program:**

The Graphic Design faculty (T-TT) members will consider the annual assessment results each summer and recommend any necessary actions to improve the graduate curriculum. The department will meet to consider the recommendations and approve actions in the annual August department meeting. Other than internal changes, any formal curricular changes will be submitted by the University's regular September deadline.

**1) Graphic Design MFA Rubric for “Research”**

	1	2*	3	4**	5
Topic	Research topic is poorly articulated; research is limited or not relevant for the topic		Research topic is generally clear; research is adequate but incomplete		Topic is clearly stated and research is relevant, thorough, and well documented
Conceptual skills and problem solving	Lack of evidence of critical thinking and poor concept development		Some evidence of critical thinking and adequate concept development		Clear evidence of critical thinking and superior concept development
Supporting data and information	No relevant, convincing data and information to support stated perspective		Incomplete and/or irrelevant data and information to support stated perspective		Ample relevant, convincing data and other information to support stated perspective
Relevant conclusion(s)	Conclusions do not follow logically from preceding written communication. Evidence not provided to support stated generalization.		Conclusions inconsistently follow logically from preceding written communication. Insufficient and/or irrelevant evidences is provided.		Conclusions follow logically from preceding written communication. Ample, relevant evidences is provided to support stated generalization.

\*Exhibits most characteristics of “1” and some of “3”

\*\* Exhibits most characteristics of “3” and some of “5”

**2) Graphic Design MFA Rubric for “Presentation”**

	1	2*	3	4**	5
Design and Aesthetics	Poor understanding of design principles		Exhibits some evidence of understanding design principles		Exhibits substantive mastery of design principles
Command of Medium	Lack of proficiency in chosen media		Adequate proficiency demonstrated in chosen media		Highly proficient in chosen media
Visual Communication	Lack of clear visual communication		Design solutions are adequately communicated		The solution is expertly communicated
Presentation Skills	Poor final presentation		Presentation is adequate		Presentation is outstanding

\*Exhibits most characteristics of “1” and some of “3”

\*\* Exhibits most characteristics of “3” and some of “5”

### 3) Graphic Design MFA Rubric for “Writing”

	1	2*	3	4**	5
Content	Topic is poorly developed; support is only vague or general; idea are trite; wording is unclear, simplistic; reflects lack of understanding of topic and audience; minimally accomplishes goals of the assignment		Topic is evident; some detail; wording is generally clear; reflects understanding of topic and audience; generally accomplishes goals of the assignment		Topic is clearly stated and well developed; ; detailed / wording is accurate, specific, and appropriate for the topic and audience, with no digressions; evidence of effective clear thing; completely accomplishes goals of the assignment
Organization	Most paragraphs are rambling and unfocused; no clear beginning or ending paragraphs; inappropriate or missing sequence markers.		Most/many paragraphs are focused; discernible beginning or ending paragraphs; some appropriate sequence markers.		Paragraphs are clearly focused organized around a central theme; clear beginning or ending paragraphs; appropriate, coherent sequences and sequence markers.
Style	Inappropriate or inaccurate word choice; repetitive words and sentence types; inappropriate or inconsistent point of view and tone		Generally appropriate word choice; variety in vocabulary and sentence types; appropriate point of view and tone		Word choice appropriate for the task; precise, vivid vocabulary; variety of sentence types; consistent and appropriate point of view and tone.
Mechanics	Frequent non-standard grammar, spelling, punctuation interferes with comprehension and writer’s credibility; No evidence of professional proofreading or editing best practices.		Some non-standard grammar, spelling, punctuation; errors do not generally interferes with comprehension and writer’s credibility.		Standard grammar, spelling, punctuation; no interference with comprehension and writer’s credibility.

Citations / Reference	In-text and ending documentation are generally inconsistent and incomplete; cited information is not incorporated into the document. No/little evidence of an appropriate, academically-systematic format employed		In-text and ending documentation are generally clear, consistent, and complete; cited information is somewhat incorporated into the document. Format of citations and reference is inconsistently employed.		In-text and ending documentation are clear, consistent, and complete; cited information is incorporated effectively into the document. Appropriate, academically systematic format is consistently used throughout text and ending documentation.
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\*Exhibits most characteristics of “1” and some of “3”

\*\* Exhibits most characteristics of “3” and some of “5”

**4) Graphic Design MFA Rubric for “Practice”**

	1	2*	3	4**	5
Methodology and Approach					
Aesthetics					
Creative Risk and Growth					

\*Exhibits most characteristics of “1” and some of “3”

\*\* Exhibits most characteristics of “3” and some of “5”