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

A. Degree Program: Graphic Design, BFA

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C. 2016 update; reviewed by P. Choo, J. Renyer, and R. Brienen

C. Mission Statement

The Bachelor of Fine Arts in Graphic Design in the Department of Art is intended to provide students with an understanding of, and the ability to effectively implement: design principles, critical thinking, technical processes and concept development. Beginning with fundamental principles of visual communication, this program provides students with the opportunity to develop skills in a variety of areas and media. We seek to prepare students for careers in the professional field as graphic designers, interaction designers and motion designers. We also seek to prepare students for success in graduate programs in graphic design, visual communication and communication design. In order to prepare students for careers in this field, the Graphic Design Program aims to provide an understanding of the range and purpose of this discipline, critical analysis of what constitutes effective design and communication, and technical instruction in traditional and emerging media, printing and digital processes, the use of industry-standard software, and portfolio presentation.

Graphic design is a discipline with roots in all areas of visual communication. Designers address a societal need for the communication of messages in a visual medium. This communication can be in the form of images, typography, symbols, logos, branding systems, information systems or a combination thereof. A designer's work can be experienced in printed or fabricated forms, or viewed on a wide array of display platforms and can include: posters, packaging, way-finding systems, website design, app design, advertising, editorial design, television and film graphics, as well as comprehensive branding identities for both commercial and non-profit enterprises. The intention of this work can range from organizing to informing to persuading. The skills students develop in earning a Bachelor of Fine Arts in Graphic Design can be applied to many areas within this evolving discipline.

1. What program learning outcome will this method assess?

• Conceptual skills and problem solving
• Sense of design and aesthetics
• Command of medium
• Visual communication
• Presentation skills

2. What sample of student work will be the basis of the assessment?

Each student will provide 6 printed examples of their design work, a resume, a design statement, and a CD including additional portfolio pieces.

3. Within what context will the work be produced?

The work will be produced during the senior year for inclusion in a Graphic Design Capstone Exhibition.

4. When in the program will students participate in the assessment?

Students participate during the Graphic Design Portfolio Capstone class in the final semester of their senior year.

5. How will students be selected for participation in this assessment?

All Graphic Design Capstone students will be required to participate in this assessment

6. How will the work be evaluated?

The Graphic Design faculty within the Department of Art has developed a rubric (see attachment) that outlines specific learning outcomes and a 1-5 evaluative scale to determine level of achievement for each desired outcome.

7. Who will be evaluating the work?

A qualified graphic design professional or a graphic design professor at a peer institution will serve as an external reviewer of the Graphic Design Capstone student portfolios, and a juror for the Graphic Design submissions to the Annual OSU Art Department Juried Student Exhibition.

8. What Data will be provided as a result of the assessment?
The outside juror assesses the Capstone Graphic Design portfolios and provide an overall written summary of his/her assessment of the program based upon the rubric contents, and other relevant professional insights related to the desired learning outcomes for the Graphic Design Program. The outside juror also selects graphic design works to be included in the Art Department Student Exhibition and assigns prizes.

D. **Student Learning Outcomes** - Conceptual Skills and Problem Solving

1 **Assessment method**
Each graduating student in the Graphic Design Portfolio Capstone class (Art 4493) is required to submit six printed pieces of design work and a CD of additional design work. These examples form the basis of the assessment file, which is presented to an outside Graphic Design evaluator at the end of the Spring semester. The evaluator uses the rubric provided and assesses each student's work, assigning a numerical value relative to each of the five learning outcomes identified by Graphic Design faculty. This information is then returned to the Department where the Graphic Design faculty evaluate the numeric results and discuss the evaluator's written comments.

E. **Student Learning Outcomes** - Design and Aesthetics

1 **Assessment method**
Each graduating student in the Graphic Design Portfolio Capstone class (Art 4493) is required to submit six printed pieces of design work and a CD of additional design work. These examples form the basis of the assessment file, which is presented to an outside Graphic Design evaluator at the end of the Spring semester. The evaluator uses the rubric provided and assesses each student's work, assigning a numerical value relative to each of the five learning outcomes identified by Graphic Design faculty. This information is then returned to the Department where the Graphic Design faculty evaluate the numeric results and discuss the evaluator's written comments.

F. **Student Learning Outcomes** - Command of Medium

1 **Assessment method**
Each graduating student in the Graphic Design Portfolio Capstone class (Art 4493) is required to submit six printed pieces of design work and a CD of additional design work. These examples form the basis of the assessment file, which is presented to an outside Graphic Design evaluator at the end of the Spring semester.

The evaluator uses the rubric provided and assesses each student's work, assigning a numerical value relative to each of the five learning outcomes identified by Graphic Design faculty. This information is then returned to the Department where the Graphic Design faculty evaluate the numeric results and discuss the evaluator's written comments.

G. **Student Learning Outcomes** - Visual Communication

1 **Assessment method**
Each graduating student in the Graphic Design Portfolio Capstone class (Art 4493) is required to submit six printed pieces of design work and a CD of additional design work. These examples form the basis of the assessment file, which is presented to an outside Graphic Design evaluator at the end of the Spring semester. The evaluator uses the rubric provided and assesses each student's work, assigning a numerical value relative to each of the five learning outcomes identified by Graphic Design faculty. This information is then returned to the Department where the Graphic Design faculty evaluate the numeric results and discuss the evaluator's written comments.

H. **Student Learning Outcomes** - Presentation Skills

1 **Assessment method**
Each graduating student in the Graphic Design Portfolio Capstone class (Art 4493) was required to submit six printed pieces of design work and a CD of additional design work. These examples form the basis of the assessment file, which is presented to an outside Graphic Design evaluator at the end of the Spring semester. The evaluator uses the rubric provided and assesses each student's work, assigning a numerical value relative to each of the five learning outcomes identified by Graphic Design faculty. This information is then returned to the Department where the Graphic Design faculty evaluate the numeric results and discuss the evaluator's written comments.

Graphic Design BFA Rubric for Evaluation of Learning Outcomes

Student Name:_____

Learning outcomes	1	2*	3	4**	5
Conceptual skills and problem solving	Lacks evidence of concept development and problem solving skills.		Shows evidence of creativity. Adequately solves the de-sign problem.		Exhibits significant creativity and effectively solves the design problem.
Sense of Design and Aesthetics	No evidence of understanding design principles		Some evidence of understanding design principles		Clear evidence of understand-ing of design principles.
Command of Medium	No demonstrat-ed skill in use of medium.		Some proficiency in use of selected media.		Shows signifi-cant proficiency in the use of selected media.
Evidence of Visual Communication	Lack of clear visual communi-cation		Design solutions are adequately communicated.		The solution has been well communicated.
Presentation skills	Poor final presentation		Presentation quality is adequate.		Craftsmanship and presentation is outstanding.

*Exhibits most characteristics of "1" and some of "3"

** Exhibits most characteristics of "3" and some of "5"