



Academic Learning Compact

Degree Program: **Graphic Design (BS) (CIP Code 50.0409)**

Intended Program Student Learning Outcomes	Academic Learning Compact(s)	Direct and Indirect Measures	
		Direct Method of Assessment	Indirect Method of Assessment
Describe, create and respond with communication solutions targeting audiences and contexts, by recognizing the human factors that determine design decisions.	Communication	Direct - Grading with Criteria or Rubric Direct - Pre and Post-Tests	
Demonstrate skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping, user testing, integration of feedback	Critical Thinking	Direct - Grading with Criteria or Rubric Direct - Pre and Post-Tests	

and the evaluation of outcomes.			
Understand the principles of information hierarchy, visual organization, symbolic representation, typography, aesthetics, and the construction of original meaningful forms.	Discipline Specific Knowledge	Direct - Grading with Criteria or Rubric Direct - Pre and Post-Tests	
Understand business best practices and trade ethics related to graphic arts, including the ability to organize design projects and to work productively in OPC (Owner, Professional, Contractor) collaborative relationships, implementing and evaluating projects.	Discipline Specific Knowledge	Direct - Grading with Criteria or Rubric Direct - Pre and Post-Tests	
Understand tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools and technologies include drawing, offset printing, photography, and time-based and interactive media.	Discipline Specific Knowledge	Direct - Exam (Item Analysis) Direct - Grading with Criteria or Rubric Direct - Pre and Post-Tests	
Be able both to determine the mode(s) of production required and demonstrate level-	Discipline Specific Knowledge	Direct - Exam (Item Analysis)	

<p>appropriate mastery of skills necessary to achieve end product. Apply and present design principles of color, composition, hierarchy, typography as they relate in the various media, digital, print, motion, 3-D, etc..</p>		<p>Direct - Grading with Criteria or Rubric Direct - Pre and Post-Tests</p>	
<p>Recognize, understand, demonstrate, and apply social and cultural aesthetic principles from design history, theory, and criticism from varied perspectives, art history, linguistics, communication, information theory, and technology.</p>	<p>Discipline Specific Knowledge</p>	<p>Direct - Grading with Criteria or Rubric Direct - Portfolio Evaluation</p>	<p>Indirect - Exit Survey</p>