**BFA in Graphic Design / Assessment Report 2021**

Area Faculty

***What learning outcome(s) did you assess this year?***

*The GD faculty reviewed all the goals and outcomes listed in the attached chart but we will report on the following.*

GD Learning Outcomes (GDLO)

Students should be able to:

GDO 1   Produce graphic design works that apply visual organization and composition.

GDO 2   Produce graphic design works that identify, evaluate and apply creative processes in graphic design.

**What instruments did you use to assess them? What did you discover from these data?**

The GD area of emphasis faculty met during the Spring 2020, to evaluate the BFA in GD exhibition portfolio- culminating experience in the GD emphasis. The faculty reviewed 10 student portfolios. Prior to evaluating portfolios, the faculty established the competency factor. A rubric based on the above learning outcomes was used for the portfolio assessment. The rubric is given a rating of 1 through 4, with 4 being the highest score. *(See attachment).*

As a result, the GD faculty determined that:

* 90% of our GD students have scores of 3 and 4 on the rubric, specifically those who were determined to be high competency prior to assessment.
* A few students scored on the 2 to 3 rating on the assessment. These rating were noted within the following outcome.
* GDO3.1    Identify, articulate and apply social, cultural, and historical context to graphic design.

Being that this is the exit portfolio, the students were presenting a professional, career ready portfolio where the articulation and application of this outcome might not be considered important by our students.

* The findings demonstrate that students’ prior coursework and grades can be an indicator of future portfolio assessment and graduation rate within the BFA degree.

**What changes did you make as a result of the findings?**

The faculty will continue to review grade patterns of GD students and progression through the BFA program, and will assist those students with lower grades and scoring in the 3 range in the continuation portfolio submission.

The GD faculty, specifically in the Graphic Design track, will continue to develop new projects and courses for this emphasis. This will assist students to develop an understanding of the field of Graphic Design. The courses will assist the students with their professional-based projects and portfolio that is directed towards their field of study. These changes will also provide needed curricular changes in the GD area that are focused and with clear directions to the culminating experience and portfolio.

The GD faculty is considering modifications to the established roadmaps to assist with graduation patterns and learning outcomes progression.

**What assessment activities will you be conducting in the 2021-22 academic year?***Briefly list the outcomes to be assessed and how you will measure them.  This should align with the activities provided in your SOAP.*

The GD area faculty will meet during the Spring 2022 Graphic Design Senior Exhibit to evaluate and analyze the students’ culminating experience and portfolios. A rubric based on the following goals and learning outcomes will be used for the assessment. The GD faculty will be considering the following learning outcomes.

GD Learning Outcomes (GDLO)

Students should be able to:

GDO1.1    Produce graphic design works that identify, define and apply traditional and contemporary principles of art and graphic design.

GDO2.2   Produce graphic design works that identify, evaluate and apply creative processes in graphic design.

GDO4.1    Identify, define and apply technological methods or processes in graphic design including typography, illustration or interactive multimedia design.

**What progress have you made on items from your last program review action plan?**

Since the last program review under the BFA in Graphic Design, the GD area faculty have submitted various course revisions and catalog changes to the BFA roadmap. The catalog changes take into consideration the Art 16 requitement for all Art and Design students as well as the new GD 142 requirement for the GD and Illustration tracks. Furthermore, it was agreed with the Dean of Undergraduates that the GD students will not be required to take the MI- multicultural course.

**ATTACHMENT**

