

2004-2005  
Annual Assessment  
**Graphic Design**  
Schreiner University

**1. State the educational purpose of the assessment program:**

Students graduating with a degree in graphic design will have a more highly specialized technical and business visual art education, which cultivates the ability to think originally and inventively within the creative possibilities of the graphic media used in mass-market communication. Students will also: exhibit an understanding of the theory and history of the visual arts; show proficiency in techniques of fine and applied arts; have visual awareness and sensitivity to society and culture and the artist's responsibility within it; be dedicated to the mission of art and design; and have a discerning judgment of values, both in art and in life.

Students are assessed to determine if these criteria of the program are being fulfilled from when they entered college to when they complete their degree.

**2. Educational goals, assessment for each goal, performance standards, and findings:**

**EXPECTED OUTCOMES:**

**Goal 1:** Competence in basic art techniques.  
**Assessment Criteria:** Visual, Verbal, and Creative

**For year 2001 – 2002**

**Assessment Results:** There is a wide range of abilities among entry-level students. Emphasizing a broad foundation contributes to success in upper-level courses.

**Use of Results:** Introduction of ART 1350, Color Theory, to the Graphic Design degree plan.

**For year 2002 – 2003**

**Assessment Results:** Introduced ART 1350, Color Theory, to the Graphic Design degree plan.

**Use of Results:** Introduction of a Typography course to lay a foundational understanding of the history and use of letterform in design and communication.

**For year 2003 – 2004**

**Assessment Results:** The graphic design degree plan should be expanded to address all areas of competencies that are needed by graduating graphic designers as outlined by Steven Heller in “The Education of a Graphic Designer.”,

**Use of Results:** Introduced ART 2350-Typography, ART 3310-Digital Photography, and ART 4310-Pre-Press and Print Management to the Graphic Design degree plan. This brings our degree plan into line with the recommendations of the leading experts in the profession.

**For year 2004 – 2005**

**Assessment Results:** Students need to develop a design process with depth of understanding that will serve them in their professional environment after graduation.

**Use of Results:** We have implemented the requirement for design journals that will serve as a research tool and inspiration source when creating designs.

**Goal 2:** Basic understanding of the history of the art form in Western and other civilizations.

**Assessment Criteria:** Application, perception, analysis, assignments, and testing.

**For year 2001 – 2002**

**Assessment Results:** Varied assessments broaden comprehension and understanding of cultures globally.

**Use of Results:** Continued use of field trips and guest speakers.

**For year 2002 – 2003**

**Assessment Results:** Varied assessments broaden comprehension and understanding of cultures globally.

**Use of Results:** Continued use of video, field trips and guest speakers.

**For year 2003 – 2004**

**Assessment Results:** Varied assessments broaden comprehension and understanding of cultures globally.

**Use of Results:** Continued use of video, field trips and guest speakers.

**For year 2004 – 2005**

**Assessment Results:** Varied assessments broaden comprehension and understanding of cultures globally.

**Use of Results:** Continued use of video, field trips and guest speakers.

**Goal 3:**     Basic general education at the college level, including the ability to understand distinctions and commonalities regarding work in artistic, scientific, and humanistic domains.

**Assessment Criteria:** Assignments and testing.

**For year 2001 – 2002**

**Assessment Results:** Interdisciplinary study of the social components that contribute to the major field of study.

**Use of Results:** Deleted SOCI 1301 from the degree plan.

**For year 2002 – 2003**

**Assessment Results:** Interdisciplinary study of the social components that contribute to the major field of study.

**Use of Results:** Component interwoven into other goals.

**For year 2003 – 2004**

**Assessment Results:** Interdisciplinary study of the social components that contribute to the major field of study.

**Use of Results:** Component interwoven into other goals

**For year 2004 – 2005**

**Assessment Results:** Interdisciplinary study of the social components that contribute to the major field of study.

**Use of Results:** Component interwoven into other goals.

**Goal 4:** Ability to form and defend value judgments by communicating clearly in spoken and written word.

**Assessment Criteria:** Class critique, portfolio and annual review, exposure to outside professionals in the field of graphic design, and exposure to outside professionals from the business world (clients).

**For year 2001 – 2002**

**Assessment Results:** Presentation practice and critique improve proficiency.

**Use of Results:** Exposure to outside professionals in the field of graphic design.

**For year 2002 – 2003**

**Assessment Results:** Presentation practice and critique improve proficiency.

**Use of Results:** Exposure to outside professionals in the field of graphic design.

**For year 2003 – 2004**

**Assessment Results:** Presentation practice and critique improve proficiency.

**Use of Results:** Presentations in the classroom, presentations to outside professionals in the field of graphic design, and presentations to business clients with the class acting as the design group and the faculty member acting as the Art Director.

**For year 2004 – 2005**

**Assessment Results:** Presentation practice and critique improve proficiency.

**Use of Results:** Presentations in the classroom, presentations to outside professionals in the field of graphic design, and presentations to business clients with the class acting as the design group and the faculty member acting as the Art Director. Students work on the professional presentation of their creative work visually, verbally, and demonstratively.

**Goal 5:** Ability to communicate ideas in specific art form in professional circumstances.

**Assessment Criteria:** Internships, projects, and self-promotion.

**For year 2001 – 2002**

**Assessment Results:** Students need a greater understanding of the outputting process and the value judgments of said process.

**Use of Results:** Greater exposure to and understanding of the printing (output) process.

**For year 2002 – 2003**

**Assessment Results:** Students need a greater understanding of the outputting process and the value judgments of said process.

**Use of Results:** Implementation of two new courses: Digital Photography and Pre-Press and Print Management.

**For year 2003 – 2004**

**Assessment Results:** Students need a greater understanding of the outputting process and the value judgments of said process.

**Use of Results:** Implementation of two new courses: Digital Photography and Pre-Press and Print Management. Take field trips to local print shops and paper suppliers.

**For year 2004 – 2005**

**Assessment Results:** Students need to understand how the business profession will value their contribution to their business and how best to communicate this value.

**Use of Results:** Output a professional quality portfolio, develop self-promotion pieces for interview, and acquire professional quality internships

**Goal 6:** Demonstrate a coherent set of artistic / intellectual goals evident in each student's work and the ability to achieve these goals as an independent professional.

**Assessment Criteria:** Internships, visual and verbal competencies and portfolio review.

**For year 2001 – 2002**

**Assessment Results:** the level of commitment and focus determines professional progression.

**Use of Results:** Exposure to outside professionals in the field of graphic design.

**For year 2002 – 2003**

**Assessment Results:** the level of commitment and focus determines professional progression.

**Use of Results:** Exposure to outside professionals in the field of graphic design.

**For year 2003 – 2004**

**Assessment Results:** the level of commitment and focus determines professional progression.

**Use of Results:** Presentations to outside professionals in the field of graphic design and presentations to business clients with the class acting as the design group and the faculty member acting as the Art Director.

**For year 2004 – 2005**

**Assessment Results:** The study of the professional expectations in the business environment required for success.

**Use of Results:** Presentations to outside professionals in the field of graphic design and presentations to off-campus business clients with the class acting as the design group and the faculty member as the Art Director.