



DOROTHY F. SCHMIDT COLLEGE OF ARTS & LETTERS

Student Learning Outcomes Assessment

CONTENT KNOWLEDGE (Declarative Knowledge): Students will study and discuss artists/designers and their works using vocabulary relevant to the disciplines of graphic communication and art history and will learn to utilize critical, theoretical and historical methodologies current within the field. Through course exams and/or essays in a sample of 4000-level art history courses, students will demonstrate their knowledge of art and design historical discourse, particularly as it relates to contemporary design practice. Students will demonstrate an understanding of the principles of graphic communication and a proficiency regarding formal, technical, creative and practical skills, addressing content issues as they relate to the use of processes and methodologies in the design practices.

CRITICAL THINKING (Analytical and Synthetic Skills): In ART 4955C (Senior Seminar), students will evaluate, critique and discuss historical and contemporary art theory, design methodology and practices. In a cohesive and scholarly manner, students will demonstrate the ability to combine applicable text and visual materials in conjunction with class assignments. Students will demonstrate proficiency in documenting, representing, and discussing their work. Students will put into practice their professional knowledge and skills by presenting a collaborative exhibition of their work.

COMMUNICATION (Visual, Written, and Oral Communication; Teamwork/ Collaborative Communication): ART 4955C, Senior Seminar, is a class required of all B.F.A. majors during their senior year of study. Students will demonstrate skills in written and oral communication by writing an essay relevant to contemporary art and design practices, by preparing a designer statement, and by developing both visual and oral self-presentations of their work. Student portfolios will document and present their creative skills. The final portfolio is to include a résumé, a designer statement, documentation of oral and visual self-presentations of their creative work, and relevant supporting materials. Students will organize and participate in a class exhibition of art/design work approved by faculty in the department.



Master of Fine Arts in Graphic Design

Outcome 1:

Graduates will expand their knowledge of design theory/theories.

Outcome 2:

Graduates will be capable of defining communication problems, applying research methodology to investigate those problems, and arriving at innovative solutions to those problems. (Thesis project)

Outcome 3:

Graduates will demonstrate thesis presentation skills on a professional level.