

# Design Assessment Plan Fall 2017

## **Program: Advertising Art Direction BA**

Learning Outcomes to Assess:

- Describe, analyze, and interpret advertising art concepts within social, historical and theoretical contexts.
- Interpret and express advertising art concepts and solutions in multiple media that respond to client's advertising objectives and reflect marketing trends, consumer attitudes, and social changes.

Courses, Artifacts, and Methods:

**-Advertising Art Direction: Introduction-** two "Project Summary Process Books"  
assignments assessed by instructor

## **Programs: Graphic Design BA; BFA**

Learning Outcomes to Assess:

- Use advanced skills in typography, layout, information design, environmental graphics and screen-based/interactive applications to create clear and dynamic visual communication
- Use primary and secondary research methods in the conceptualization and solution of design problems

Course, Artifact, and Method:

**-Graphic Design III: Visual Identity and Narrative-** "Standards Manual"  
Assignment- assessed by instructor

## **Programs: Illustration BA; BFA**

Learning Outcomes to Assess:

- Communicate an idea or a theory to an audience in a clear, dynamic manner based on informed decisions
- Apply materials, techniques, technology and concepts to the vocabulary/terminology relative to digital and traditional illustrations in a professional and advanced capacity.

Course, Artifact, and Method:

**-Illustration: Concept Art -** Final project, assessed by instructor