University of Wisconsin Whitewater

Academic Assessment

Art: graphic design (BA)

Mission Statement

The mission of the Bachelor of Arts in Graphic Design program is to provide students the ability to visually communicate ideas and information while expressing themselves creatively. The program focuses on the development of strong skills in visual problem solving, an understanding of hierarchy, traditional and or digital production methods, the ability to effectively create original designs and to manipulate space, typography, imagery, and time based methods to communicate with an audience.

Student Learning Outcomes

Student learning outcomes (SLOs) are statements of what a student will know or be able to do when they have completed a program. They represent the knowledge and skills a program has determined are most important for students to gain from that program. The most useful SLOs are specific and measurable so the program can accurately assess the degree to which students have achieved each outcome, and they align with college and institution mission and values. Data on achievement of SLOs is used to make improvements in the program and increase student success.

Upon graduation, a BA Graphic Design major at UW-Whitewater will be able to:

- The ability to solve communication problems

  o Building upon a knowledge base in the elements and principles of design developed in core coursework, students can employ methods to effectively manipulate space, typography, imagery, and time to communicate with an audience. The ability to develop a solid hierarchy of information to facilitate effective visual communication has been developed.

- The ability to develop strong visual solutions

  o When presented with a communication problem, students are prepared to analyze the relevant issues, conduct research, and develop an original approach to the problem. Multiple techniques in creative brainstorming are introduced and expanded upon through successive projects to enable students to respond to increasingly complex problems.

- A broad understanding of the role of design in business, industry, society, culture, and technology

- o Students have been exposed to historical and contemporary issues in design and have an understanding of its role in business, industry, society, culture, and technology. There is comprehension of how design can serve, support, and/or lead a specific cause. This knowledge base reinforces the development of both oral and written communication skills used to support proposed design directions when presenting work, as evidenced by peer critiques and the development of professional presentation materials.

- The ability to identify a target audience and to design within its parameters

  - o Students are able to effectively research a communication problem and define a target audience. An audience profile is used to inform design decisions and create engaging and effective communication efforts specific to that audience.

- An understanding of industry tools and technology, and the skills to effectively use those tools

  - o A working knowledge of current industry tools and technology has been developed, and students understand the appropriate uses for each tool as informed by industry practice. Students are aware of resources for self-driven expansion of this knowledge base and graduate with the skills necessary to respond to a rapidly evolving industry tool set.

- Working knowledge of industry practices

  - o An understanding of career options in the field, professional processes, design ethics and professional relationships has been developed.