

Advertising & Graphic Design - Program Learning Outcomes

	Program Learning Outcomes	Student Learning Outcomes	Measure of Assessment and Criteria for Success
1.	<p>Graduates of this program will demonstrate proficiency in the use of graphic design software.</p>	<ul style="list-style-type: none"> • Students will understand and effectively use the Macintosh computer platform. • Students will effectively use word processing, page-layout, drawing, and painting software. • Students will demonstrate effective use of desktop publishing and printing techniques. • Students demonstrate advanced use of color palettes, layers, and paths. • Students will demonstrate an understanding of basic and advanced functions of Adobe Photoshop software. • Students will demonstrate the ability to use the computer as a creative tool to appropriately present their work. • Students will demonstrate the ability to incorporate and manipulate graphics, shapes, lines, fills, and colors in a raster environment. • Students will demonstrate and understand the manipulation of images for print and the World Wide Web. • Students will demonstrate an understanding of vector design in Adobe Illustrator. 	<ul style="list-style-type: none"> • 90% of graduating students' portfolios will include samples of works that demonstrate satisfactory skill in the application of contemporary graphic design software (Adobe Illustrator, Photoshop and InDesign). • Upon reviewing graduating students' portfolios, advisory committee members will indicate that 90% of the graduates demonstrate satisfactory use of graphic design software. • 80% of employers will affirm that graduates have a working knowledge of graphic design software

2.	<p>Graduates of this program will demonstrate a satisfactory level of proficiency in traditional drawing and photography skills.</p>	<ul style="list-style-type: none"> • Students will demonstrate increased observation skills through the use of basic drawing techniques and media in graphic design. • Students will demonstrate skills in orthographic drawing. • Students will understand how to read and architect's scale. • Students will understand how to properly dimension a drawing. • Students will establish discipline in the use of drafting tools. • Students will demonstrate the ability to produce photographic prints with acceptable density values and quality. • Students will demonstrate the ability to successfully expose, digitally manipulate, and print a well-conceived composition. 	<ul style="list-style-type: none"> • 90% of graduating students' portfolios will include works that demonstrate satisfactory skill in drawing, photography and illustrative technique. • Upon reviewing graduating students' portfolios, advisory committee members will indicate that 90% of the graduates demonstrate satisfactory skill in drawing, photography and illustrative technique.
3.	<p>Graduates of this program will demonstrate the ability to effectively present their ideas, works, and services to prospective clients.</p>	<ul style="list-style-type: none"> • Students will demonstrate the ability to produce a professional quality, organized portfolio of personal artistic samples. • Students will produce an effective resume and cover letter. • Students will demonstrate the ability to make an oral presentation of the portfolio to a group of three or more people. • Students will produce effective self-promotional materials. • Students will develop sound interviewing skills and become confident in an interview. 	<ul style="list-style-type: none"> • 100% of graduating students' portfolios will include creative resumes that effectively communicate their availability as graphic designers. • 100% of graduating students' portfolios will include personalized business cards, stationary, and materials that effectively represent their services as graphic designers. • 100% of graduating students will successfully present their portfolio to a group of 3 or more persons. • 90% of student portfolios will receive a favorable rating when reviewed by advertising and graphic design advisory committee members. • 90% of students who seek employment will be employed or seeking further education within 6 months of graduation.

4.	Students in this program will develop a working knowledge of client relations that is encountered in the graphic design and printing industry field.	<ul style="list-style-type: none">• Students will demonstrate the ability to successfully interact with clients to determine their needs and specifications for graphic design projects.• Students will demonstrate the ability to present ideas and work for client review.• Students will demonstrate the ability the refine projects to the client's satisfaction.• Students will demonstrate the ability to meet client project deadlines.• Students will demonstrate the ability to maintain effective communication with clients.	<ul style="list-style-type: none">• 80% of second year students will produce client (live) projects and receive an 80% favorable feedback rating from their clients.
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