

University of South Florida St. Petersburg

Digital USFSP

Academic Learning Compacts

Academic Learning Compacts & Supplemental
Documents

2019

Academic Learning Compact : Graphic Arts [Effective 2019]

University of South Florida St. Petersburg.

Follow this and additional works at: https://digital.stpetersburg.usf.edu/institutional_research_acl

ALC - Graphic Arts (BFA) (CIP CODE 50.0409)

ALC - Graphic Arts (BFA) (CIP CODE 50.0409)

Program Mission: Our design courses are based on the studio model of education where students work together, examine outcomes, listen to informal lectures, and engage in passionate discussions. Ours is an active, participatory learning and making environment. The atmosphere is creative and relaxed while the projects are complex and demanding. Students supplement their course work with additional projects from both community and university organizations.

The faculty of practicing professionals and experienced educators is committed to developing, in their students, a personal visual vocabulary based on the formal principles of design, conceptual and critical thinking skills, typographic excellence and the application of advanced digital technologies.

Program Vision: Students graduate from the program with the skills, passion and imagination to become accomplished designers who are ready to challenge perceptions, redefine problems and embrace a diverse cultural audience. Our students prepare for employment in many creative venues including, but not limited to, design studios, corporate design departments, agencies, production areas and new media design offices. With our small class size, one-on-one instruction, professional academic advisors and award-winning design faculty, the Program in Graphic Design at USF St. Petersburg provides its students with the best of all worlds; the intimate and personalized instruction of a private design school with the academic rigor of a premier research intensive university.

Assessment Committee Members: Jennifer Yucus

Program Outcome: Content/Discipline Skills (Visual Form)

Demonstrate the ability to create and develop visual form in response to communication problems and the construction of meaningful messages.

Outcome Status: Active

Planned Assessment Cycle: 2017 - 2018, 2018 - 2019, 2019 - 2020

Means of Assessment

Direct Measure - Data collected in GRA 4955 (Active)

Criterion for Success: 80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)

Program Outcome: Content/Discipline Skills (Visual Organization/Composition)

Demonstrate a clear understanding of the principles of visual organization/composition.

Outcome Status: Active

Planned Assessment Cycle: 2017 - 2018, 2018 - 2019, 2019 - 2020

Means of Assessment

Direct Measure - Data collected in GRA 4955 (Active)

Criterion for Success: 80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)

ALC - Graphic Arts (BFA) (CIP CODE 50.0409)

Program Outcome: Content/Discipline Skills (Hierarchy)

Demonstrate a clear understanding of the principles of information hierarchy.

Outcome Status: Active

Planned Assessment Cycle: 2017 - 2018, 2018 - 2019, 2019 - 2020

Means of Assessment

Direct Measure - Project - Graphic Design Studio Ephemera (05/06/2020).
(Active)

Criterion for Success: Rubric:

30% Originality

20% Craft

25% Creativity and Iteration Prototyping

25% Communication of Ideas in Design

Person(s) Responsible: David Watts

Program Outcome: Content/Discipline Skills (Typography)

Demonstrate a clear understanding of the principles of typography.

Outcome Status: Active

Planned Assessment Cycle: 2017 - 2018, 2018 - 2019, 2019 - 2020

Means of Assessment

Direct Measure - Data collected in GRA 4955 (Active)

Criterion for Success: 80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)

Program Outcome: Content/Discipline Skills (Tools & Technology)

Possess an understanding of tools and technology.

Outcome Status: Active

Planned Assessment Cycle: 2017 - 2018, 2018 - 2019, 2019 - 2020

Means of Assessment

Data collected in GRA 4955 (Active)

Criterion for Success: 80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)

Program Outcome: Communication Skills (Writing)

Write clearly and effectively: well-organized, well-developed ideas and concepts

Outcome Status: Archived

Planned Assessment Cycle: 2017 - 2018

Means of Assessment

ALC - Graphic Arts (BFA) (CIP CODE 50.0409)

Data collected in GRA 3193 & GRA 4945 (Active)

Criterion for Success: 80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)

Program Outcome: Critical Thinking Skills (Creative Process)

Solve visual communication problems by using a creative process, including skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping and user testing, and evaluation of outcomes.

Outcome Status: Active

Planned Assessment Cycle: 2017 - 2018, 2018 - 2019, 2019 - 2020

Means of Assessment

Direct Measure - Data collected in GRA 4955 (Active)

Criterion for Success: 80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)

Program Outcome: Critical Thinking Skills (Graphical Analysis).

Data collected in GRA 3193 & GRA 4945

Outcome Status: Archived

Planned Assessment Cycle: 2017 - 2018

Means of Assessment

36 students earned a 10; 1 earned a 9 on ALC Rubric (Active)

Criterion for Success: 80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)

Program Outcome: Civic Engagement (Professional Experience)

Gain professional experience beyond the classroom working.

Outcome Status: Archived

Planned Assessment Cycle: 2017 - 2018

Means of Assessment

Data collected in GRA 4945 only (Active)

Criterion for Success: 80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)

Program Outcome: Civic Engagement (Social/Ethical Responsibility)

Examine the social and ethical responsibility of creating visual design.

Outcome Status: Archived

Planned Assessment Cycle: 2017 - 2018

Means of Assessment

Data collected in GRA 3193 & GRA 4945 (Active)

ALC - Graphic Arts (BFA) (CIP CODE 50.0409)

Criterion for Success: 80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)

Program Outcome: Civic Engagement

Demonstrate a basic understanding of design business practices, including ability to organize projects and work as a productive creative team member

Outcome Status: Active

Planned Assessment Cycle: 2017 - 2018, 2018 - 2019, 2019 - 2020

Means of Assessment

Data collected in GRA 4955 (Active)

Criterion for Success: 80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)