

## ASSESSMENT WEBSITE INFORMATION

**College: Fine Arts**  
**Chair/Director: Curtis Steele**

**Degree Program: BFA Graphic Design**

### **DATA SAY:**

**In the Fall of 2010, the graphic faculty assessed curriculum for the Graphic Design Degree and Graphic Design with Digital Emphasis and determined: typography, research, and web design skills were below expectations.**

### **SO WHAT:**

**Without a broader understanding of these three areas the student would not be fully prepared upon graduating and onto professional practice.**

### **HOW WE CHANGED:**

**We reevaluated our curriculum in the Fall 2010 and made significant changes which were first implemented in spring semester 2011. The changes required the development of new course naming, modified course content, and redefined learning outcomes. The modified curriculum was designed to ensure all learning outcome goals would be covered and met through demonstrations, student collaboration, software fluency, and presenting creative works.**

### **WHAT WE GOT:**

**We are still measuring the changes to the curriculum and improving the courses content. It will take at least another year before students will have all experienced the new requirements. However, the design work produced by students and presented during BFA review has improved and the upper level students have shown significant refinement in presentation skills and portfolio.**

