

Program: Graphic Design and Communications

Degree: Associate in Applied Science

Program Learning Outcomes:

1. **Creative Process** – Students should be able to understand/utilize the creative process to execute a design solution.
2. **Production Skills** – Students must demonstrate an understanding of the technical production skills required of an entry-level graphic designer.
3. **Typography** – Students must demonstrate an understanding of type as an element of design, including selection, manipulation and creation.
4. **Design Software Proficiency** – Students must demonstrate proficient knowledge of the Adobe Creative Suite applications most familiar to designers in the industry.
5. **Digital Photography** – Students must learn to operate and utilize their DSLR cameras and show an understanding of studio lighting techniques.
6. **Technical Knowledge** – Second-year students will demonstrate their technical knowledge of Advertising Arts on a proctored examination in the final semester of the program.
7. **Portfolio** – Students must select, edit and present a portfolio of their best work that demonstrates technical and creative proficiency.

Assessment Cycle:

	AY 2017-2018	AY 2018-2019	AY 2019-2020	AY 2020-2021
1. Creative Process	A, R	A, R	A, R	A, R
2. Production Skills	A, R	A, R	A, R	A, R
3. Typography	A, R	A, R	A, R	A, R
4. Design Software Proficiency	A, R	A, R	A, R	A, R
5. Digital Photography	A, R	A, R	A, R	A, R
6. Technical Knowledge	A, R	A, R	A, R	A, R
7. Portfolio	A, R	A, R	A, R	A, R
IELO	A, R	A, R	A, R	A, R

A = Assessment evidence collected

R = Reflect on data, action plan devised, prep year

Program Curriculum Map

	PROGRAM LEARNING OUTCOMES							IELO
	Creative Process	Production Skills	Typography	Design Software Proficiency	Digital Photography	Technical Knowledge	Portfolio	Problem Solving
CSCI 101								
ENGL 110								
COMM 110 or ENGL 120/125								
BADM 210								
ART 130								
GDES 103/L		X, A	A	X, A				X
GDES 107/L		X, A	X, A	X, A			X, A	X, A
GDES 117/L	X, A	X		X, A		X	X	X
GDES 111/L					X, A		A	X, A
GDES 113/L	X, A	X, A				X, A	X, A	X, A
GDES 115/L	X	X	X, A			X	X	X
GDES 202/L	A			X, A	X, A		A	A
GDES 207/L	X	X	X	X, A	A	X	X	X
GDES 209/L	X, A	X, A	X, A	X, A		X, A	X, A	X, A
GDES 201/L	A		X, A	X, A			A	A
GDES 204/L	X, A	X, A	X, A	X, A	X, A	X, A	X, A	A
GDES 213/L	X, A	X, A	X, A	X, A	A	X, A	X, A	X

X = Material introduced, reinforced, and/or opportunity to practice

A = Assessment evidence collected (e.g., lab activity, exam, paper, assignment, etc.)