

Bachelor of Fine Arts, Graphic Design

I. Mission Statement

Graphic design is a professional field of study based on the foundations of visual communication. The study of graphic design encompasses cultural, aesthetic, ergonomic, technical, ethical, and economic fields. Designers create communications that serve many needs—everything from warning labels to multimedia interfaces. They solve communication problems of all types and sizes. The solutions require creativity, lateral thinking, research, and excellent verbal and written communication skills.

The two primary objectives of the graphic design curriculum at Iowa State are to educate students in both creative and analytical thought. A third component--development of technological and practical skills--supplements the primary objectives. Creativity, which involves the ability to develop original, innovative ideas, is encouraged throughout the curriculum through an emphasis on conceptually-oriented design problems (as well as exposure to the fine arts). Analytical thought, which involves the ability to understand and solve problems, is encouraged through an emphasis on design process over the final product. By stressing the problem-solving methodologies used, students are encouraged to place more value on the effectiveness of the solution rather than academic dogma or stylistic trends. The synthesis of creative and analytical thought, combined with an education in the liberal arts, provides students with a whole-brain thinking capability which is vital to the profession. Students are encouraged to fulfill their general education requirements with an emphasis on courses which involve abstract thinking. The rapidly changing area of skills development is accomplished through experience in computer design applications and an internship requirement.

II. Assessment Goals, Measures, Results and Changes

Graphic design graduates effectively integrate abstract thinking skills; communication design theory, history, and methodology; technology; design process; and communication design systems including typography, symbology, and image creation with an understanding of professional practice and experience design.

Summary of Outcomes Assessment for BFA, Graphic Design

Intended Learning Outcomes	Relevant Required Courses	Measures	Results	Changes Based Upon Results
Develop understanding of experience Design: User interface design Way finding Exhibition design Interaction design	All graphic design elective courses	Critique and assessment of studio projects; Assessment of usability studies; Assessment of written assignments	Determine students' knowledge of experience design. Determine students' knowledge of interface design.	

Summary of Outcomes Assessment for BFA, Graphic Design, (cont.)

Intended Learning Outcomes	Relevant Required Courses	Measures	Results	Changes Based Upon Results
<p>Develop understanding of abstract thinking skills: Creative problem solving Lateral association Conceptual and visual metaphor Design research Design process Communication</p>	<p>Artgr270, 271, 290, 370, 371, 470, 482 and all graphic design elective courses</p>	<p>Assessment of: -concept-based studio projects -conceptual matrices -mindmaps -written analysis -creative writing -visual translation of poetry and metaphoric writings -assessment of research papers</p>	<p>Determine students' ability to creatively integrate familiar and unfamiliar concepts; Determine student's ability to research documents relevant to studio project; Determine students' ability to use effective research methods</p>	<p>Proposed: separate grade for research, Provide written examples. Required writing exercises</p>
<p>Develop understanding of communication design theory: Communication Design theory History of Communication Design Communication Design Methodology Visual Hierarchies Visual Symbolologies Branding Design System</p>	<p>Artgr270, 271, 290, 370, 371, 387, 388, 470, 482, Art 494g, 495g and selected graphic design elective courses</p>	<p>Assessment of written analysis of communication principles in existing design examples Critique and assessment of concept-based studio projects Written examinations Portfolio review by entire faculty in junior year Successful completion of design work for actual clients in practicum studio class External evaluation by design internship host firm Job placement upon graduation Recognition in regional and national design competitions</p>	<p>Determine students' degree of comprehension of communication principles Determine students' ability to apply communication principles Determine students' knowledge of design history Determine students' ability to apply communication principles Clients provide feedback on effectiveness and feasibility of student design solutions Host firms provide evaluation of students' design knowledge Quality positions confirm the program's success in delivering course content Awards confirm successful delivery of communication design principles</p>	

Summary of Outcomes Assessment for BFA, Graphic Design, (cont.)

Intended Learning Outcomes	Relevant Required Courses	Measures	Results	Changes Based Upon Results
Develop understanding of formalism: Elements and principles Two dimensional composition Three dimensional composition Motion graphics composition Typography Color theory	Design 102, 103, artgr270, 290, 271, 370, 371, 470, 482, and selected graphic design elective courses	Critique and assessment of form-based studio projects	Determine students' ability to apply knowledge of formal design principles	Proposed: add color theory into Artgr 276 curriculum
		Portfolio review by area faculty in sophomore/ junior year	Comparative assessment of students' knowledge	
		Portfolio review by outside design professionals and area faculty end of senior year	Practitioners provide external assessment of students' understanding of design and technical skills	
		Participation in external portfolio review by professionals		
		Written analysis		
Develop understanding of conceptual elements: Typography Symbology Design Systems Information systems	Artgr 270, 271, 290, 370, 371, 470, 482, and all graphic design elective courses	Critique and assessment of systems-based studio projects	Determine students' ability to apply knowledge of design systems	
		Portfolio review by area faculty in sophomore/ junior year	Comparative assessment of students' knowledge	
		Portfolio review by design professionals end of senior year	Practitioners provide external assessment of students' understanding of design.	
		Participation in external portfolio review by professionals		

Summary of Outcomes Assessment for BFA, Graphic Design, (cont.)

Intended Learning Outcomes	Relevant Required Courses	Measures	Results	Changes Based Upon Results
<p>Develop understanding of communication technology: Communication design production methods Communication design technologies</p>	<p>Artgr 270, 271, 275, 276, 370, 371, 372, 470, 477, 482 and all graphic design elective courses</p>	<p>Critique and assessment of production-based studio projects</p>	<p>Determine students' ability to apply production knowledge</p>	
		<p>Student completion of print and electronic media production</p>	<p>Confirmation of successful production and technology instruction through successful delivery of student-developed content for clients.</p>	
		<p>External evaluation in design internship host firm</p>	<p>Host firms provide assessment of students' knowledge of production and current technologies</p>	
<p>Develop understanding of communication design practice: Presentation skills and verbal articulation</p> <p>Portfolio development</p> <p>Professional Practice and business procedures</p> <p>Internship & Preparation</p>	<p>Artgr 277, 377, 471, 480, 481, 477, 482, art 495g</p>	<p>Presentations made to actual clients in practicum studio class</p>	<p>Determine students' speaking and presentation skills</p>	
		<p>Written reports on the organizational structures and working procedures of internship host firms</p>	<p>Determine students' understanding of business practice</p>	
		<p>Faculty assessment of resume content</p>	<p>Monitor students' editorial skills</p>	
		<p>Portfolio review by design professionals end of senior year;</p>	<p>Practitioners provide assessment of students' understanding of design and technical skills</p>	
		<p>Participation in external portfolio review by professionals;</p> <p>Sophomore/Junior portfolio reviewed by faculty;</p> <p>Presentation made in professional practice class;</p> <p>Written/oral presentation</p>		