

2018-19 Academic Learning Compact Report

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

<i>Program Outcomes</i>	<i>Means of Assessment</i>	<i>Findings</i>	<i>Use of Findings</i>
<p>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.</p> <p>Outcome Status: Active</p> <p>Planned Assessment Cycle: 2017 - 2018, 2018 - 2019</p>	<p>Direct Measure - Data collected in GRA 4955</p> <p>Criterion for Success: 80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)</p>	<p>Reporting Period: 2018 - 2019</p> <p>Conclusion: Exceeds Expectations</p> <p>100% of students performed a 7 or better on their Phase 3 assignment. (06/28/2019)</p>	<p>Use of Findings: Skill of students have continued to increase, which points to program strengths. (06/28/2019)</p>
<p>Content/Discipline Skills (Visual Organization/Composition) - Demonstrate a clear understanding of the principles of visual organization/composition.</p> <p>Outcome Status: Active</p> <p>Planned Assessment Cycle: 2017 - 2018, 2018 - 2019</p>	<p>Direct Measure - Data collected in GRA 4955</p> <p>Criterion for Success: 80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)</p>	<p>Reporting Period: 2018 - 2019</p> <p>Conclusion: Exceeds Expectations</p> <p>100% of students performed a 7 or better on their Phase 3 assignment. (06/28/2019)</p>	<p>Use of Findings: Skill of students have continued to increase, which points to program strengths. (06/28/2019)</p>

<i>Program Outcomes</i>	<i>Means of Assessment</i>	<i>Findings</i>	<i>Use of Findings</i>
<p>Content/Discipline Skills (Hierarchy) - Demonstrate a clear understanding of the principles of information hierarchy.</p> <p>Outcome Status: Active</p> <p>Planned Assessment Cycle: 2017 - 2018, 2018 - 2019</p>	<p>Direct Measure - Data collected in GRA 3193</p> <p>Criterion for Success: 80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)</p>	<p>Reporting Period: 2018 - 2019</p> <p>Conclusion: Exceeds Expectations</p> <p>100% of students performed a 7 or better on their Final Portfolio assignment. (06/28/2019)</p>	<p>Use of Findings: Skill of students have continued to increase, which points to program strengths. (06/28/2019)</p>
<p>Content/Discipline Skills (Typography) - Demonstrate a clear understanding of the principles of typography.</p> <p>Outcome Status: Active</p> <p>Planned Assessment Cycle: 2017 - 2018, 2018 - 2019</p>	<p>Direct Measure - Data collected in GRA 4955</p> <p>Criterion for Success: 80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)</p>	<p>Reporting Period: 2018 - 2019</p> <p>Conclusion: Exceeds Expectations</p> <p>100% of students performed a 7 or better on their Phase 3 assignment. (06/28/2019)</p>	<p>Use of Findings: Skill of students have continued to increase, which points to program strengths. (06/28/2019)</p>
<p>Content/Discipline Skills (Tools & Technology) - Possess an understanding of tools and technology.</p> <p>Outcome Status: Active</p> <p>Planned Assessment Cycle: 2017 - 2018, 2018 - 2019</p>	<p>Data collected in GRA 4955</p> <p>Criterion for Success: 80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)</p>	<p>Reporting Period: 2018 - 2019</p> <p>Conclusion: Exceeds Expectations</p> <p>100% of students performed a 7 or better on their Phase 3 assignment. (06/28/2019)</p>	<p>Use of Findings: Skill of students have continued to increase, which points to program strengths. (06/28/2019)</p>
<p>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.</p> <p>Outcome Status: Active</p> <p>Planned Assessment Cycle: 2017 - 2018, 2018 - 2019</p>	<p>Direct Measure - Data collected in GRA 4955</p> <p>Criterion for Success: 80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)</p>	<p>Reporting Period: 2018 - 2019</p> <p>Conclusion: Exceeds Expectations</p> <p>100% of students performed a 7 or better on their Phase 3 assignment. (06/28/2019)</p>	<p>Use of Findings: Skill of students have continued to increase, which points to program strengths. (06/28/2019)</p>
<p>Civic Engagement - Demonstrate a basic understanding of design business practices, including ability to organize projects and work as a productive creative team member</p> <p>Outcome Status: Active</p>	<p>Data collected in GRA 4955</p> <p>Criterion for Success: 80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)</p>	<p>Reporting Period: 2018 - 2019</p> <p>Conclusion: Exceeds Expectations</p> <p>100% of students performed a 7 or better on their Phase 3 assignment. (06/28/2019)</p>	<p>Use of Findings: Skill of students have continued to increase, which points to program strengths. (06/28/2019)</p>