

Academic Learning Compact: Fall 2017- Spring 2018

“... to ensure student achievement in undergraduate and graduate degree programs ...”



**Academic Learning Compacts
GRAPHIC DESIGN**

Academic Year: Fall 2017 & Spring 2018

Due: May 21, 2018

Academic Program-linked College Mission-based Goals/Objectives

In the matrix on the following page, please place an X in the grid that identifies the degree program goals and objectives that align with the institutional mission-based goals/objectives and the College based goals/objectives. These goals/objectives need to be documented in your ALC data.

UNIVERSITY OF SOUTH FLORIDA ST. PETERSBURG GOALS & OBJECTIVES		COLLEGE OF ARTS & SCIENCES GOALS & OBJECTIVES		UNDERGRADUATE PROGRAMS											
				Anthropology	Biology	Criminology	Literature & Writing	Environmental Science (BA)	Graphic Design	Political Science	Psychology	History	I.S.S.	Journalism (BA)	World Languages
Academic Performance	Use sustained evidence of SLO's and student achievement for continuous improvement	Initiate and expand graduate programs and develop formal academic ties to other graduate programs within the USF system						X							
	Offer certificate, undergraduate and graduate programs that meet regional needs							X							
	Implement and support information and instructional technologies that facilitate effective pedagogies							X							
	Enhance programs that specifically support academic excellence							X							
	Increase student awareness of participating in a global society							X							
Student Engagement	Create a freshman experience that enables students to thrive and move successfully through to graduation	Our students will have critical skills and a broad outlook that will make them engaged and productive citizens						X							
	Foster institutional pride and strengthen connections within the campus community	Incorporate civic engagement, service learning, and experiential learning into their classes, when appropriate						X							
	Enhance opportunities for increased student involvement in curricular and co-curricular activities							X							
Diversity & Inclusion	Insure an inclusive community where differences are respected and valued	Cultivate a vigorous liberal arts culture by recruiting talented diverse students, maintaining small class sizes, and mentoring those students we have.						X							
	Attract and retain a diverse student population	Encourage free discussion, foster critical thinking, demand that our students write, and work across disciplines						X							
	Increase the diversity of faculty and staff							X							
Research & Creative Activities	Create a vibrant culture of faculty research and creative scholarship	Make significant and meaningful contributions to ongoing dialogues in our academic fields.						X							
	Promote and support undergraduate research as a meaningful aspect of campus life	We expect our undergraduate and graduate students to engage in research in collaboration with faculty						X							
	Enhance and support research and scholarly collaborations with community partners							X							

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Signature Page for Academic Program

Academic Program: Graphic Design

Chair/Coordinator: Lisa Starks

Date: 10/3/18

Summary Statement – Academic Program Performance in Fall 2017- Spring 2018

Provide a summary statement about academic program performance over the previous year including high points and low points

GOALS WE MET:

- Offered another year of new courses under our new program.
- Had a large turnout from the community for the senior exhibition.
- Invited world renowned designers to campus.
- Performed well at competitions.

Kyle Everts

- Gold District, Promotional Design, Addy 2018
- Ian Thurau
- Gold District, Poster Design, Addy 2018
- Cledisson Jules
- Gold District, Branding, Addy 2018
- Jennifer Holcomb + Patrick Henderson
- Silver Book Design, Addy 2018
- Johnny Quaranto
- Silver National, Poster Design, Addy 2018
- Gold District Poster Design, Addy 2018
- Best of Show, Poster Design
- Josh Rinard
- Gold District, Poster Design, Addy 2018
- Patrick Henderson
- Silver District, Poster Design, Addy 2018
- Peter Sather
- Semi-finalist in the adobe design achievement awards, 2018

Worked with Tampa to obtain a MOU for design students.

Summary Statement – Impact of Changes Made in Fall 2017- Spring 2018

*Provide a summary statement about the changes that were made in your program resulting from the ALC's in the preceding Academic Year.
Include both the high points and low points*

HIGH POINTS:

New Curriculum
Student Success (see above)

STRUGGLES:

Lack of Space
Need more full time faculty
Lack of support in establishing NASAD accreditation
Lack of gallery space
Lack of funding to support our recruitment measures

Academic Program: *Graphic Design*

Responsible Persons: Lisa Starks

Mission of Academic Program (include URL): (new mission statement no url available)

The focus of the Visual Arts Program at USFSP is to graduate students who are able to demonstrate expertise in applied visual arts and design. A distinguished faculty helps students drawn from richly diverse backgrounds to create a stimulating and inclusive environment that encourages their intellectual and creative development. Through both theoretical and practical foundations, we prepare individuals for leadership, graduate programs and professional careers in the areas of visual art and design.

List Program Goal(s) / Objective(s):

Program Goals / Objectives must be mapped to College Goals / Objectives – use consistent nomenclature.

[Please note impact of any changes that were made as a result of 2009-10 assessment]

1. Continue implementing the new degree program
 - a. Old program phases out Spring 2019
2. Create marketing materials for use in recruitment for the new program
3. Continue to refine the review process
4. Explore work into national and regional competition beyond ADDYs and Flux
5. Update design www site to reflect all of the new changes
6. Stabilize faculty by opening up instructor positions in foundations and design
7. Add at least 1 more dedicated GD rooms including permanent critique spaces, and a dedicated student work space and expand the print studio to include a wetlab/darkroom
8. Continue to refine senior exhibition with guest professionals
9. Increase student enrollment by 50 to 100% via raising the amount of students admitted into GD to 30 to 40
10. Continue to build our visiting artist program

5 year plan (to be in place by Fall 2020)

- Implement a juried student art exhibition with both USF and USFSP students (note: need art gallery at USFSP first)
- Actively promote the program in the region via students and faculty
- Add an art gallery to harbor hall
- NASAD accreditation

All items have been attempted but require funding and support from our administration. We will continue to strive for these goals but are unable to be

successful without support from our upper administration.

ALCs must address student learning in four areas: 1. Content/Discipline Skills; 2. Communication Skills; Critical Thinking Skills; and 4. Civic Engagement.



Academic Program: Graphic Design

Persons Responsible: Lisa Starks

ALC GOALS ESTABLISHED FOR DATA COLLECTION: Fall 2017 & Spring 2018

Mission of Academic Program (include URL): (new mission statement no url available)

The focus of the Visual Arts Program at USFSP is to graduate students who are able to demonstrate expertise in the applied visual arts and design. A distinguished faculty helps students drawn from richly diverse backgrounds to create a stimulating and inclusive environment that encourages their intellectual and creative development. Through both theoretical and practical foundations, we prepare individuals for leadership, graduate programs and professional careers in the areas of visual art and design.

List Program Goal(s) / Objective(s):

Program Goals / Objectives must be mapped to College Goals / Objectives – use consistent nomenclature.

[Please note impact of any changes that were made as a result of 2009-10 assessment]

i. One Year plan

- 11. Continue implementing the new degree program
 - a. Old program phases out Spring 2019

12. Create marketing materials for use in recruitment for the new program
13. Continue to refine the review process
14. Explore work into national and regional competition beyond ADDYs and Flux
15. Update design www site to reflect all of the new changes
16. Stabilize faculty by opening up instructor positions in foundations and design
17. Add at least 1 more dedicated GD rooms including permanent critique spaces, and a dedicated student work space and expand the print studio to include a wetlab/darkroom
18. Continue to refine senior exhibition with guest professionals
19. Increase student enrollment by 50 to 100% via raising the amount of students admitted into GD to 30 to 40
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5-YEAR GOALS ESTABLISHED 2015

5-year plan (to be in place by Fall 2020)

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2. - Actively promote the program in the region via students and faculty
3. - Add an art gallery to harbor hall
4. - NASAD accreditation

All items have been attempted but require funding and support from our administration. We will continue to strive for these goals but are unable to be successful without support from our upper administration.

ALCs must address student learning in four areas: 1. Content/Discipline Skills; 2. Communication Skills; Critical Thinking Skills; and 4. Civic Engagement.

1. Content / Discipline Skills:

Learning Outcomes	Means of Assessment	Criteria for Success	Findings	Results	Plan for Use of Findings Fall 2018 & Spring 2019
Demonstrate the ability to create and develop visual form in response to communication problems and the construction of	Data collected in GRA 3193 & GRA 4945	80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)	Out of 40 students: 40 earned a 10 on ALC Rubric	Criteria met/exceeded goal	Skill of students have continued to increase, which points to program strengths. Plan is to continue implementing plan above to ensure student success.

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meaningful messages.					
Demonstrate a clear understanding of the principles of visual organization/composition.	Data collected in GRA 3193 & GRA 4945	80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)	17 students earned a 10; 18 earned a 9; and 2 earned a 7 on ALC Rubric.	Criteria met/exceeded goal	To continue implementing plan above to ensure student success.
Demonstrate a clear understanding of the principles of information hierarchy.	Data collected in GRA 3193 & GRA 4945	80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)	34 students earned a 10; 4 earned a 9; 1 earned an 8; and 1 earned a 6 on ALC Rubric.	Criteria met/exceeded goal	To continue implementing plan above to ensure student success.
Demonstrate a clear understanding of the principles of symbolic representation.	Data collected in GRA 3193 & GRA 4945	80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)	38 students earned a 10; 2 earned a 9 on ALC rubric.	Criteria met/exceeded goal	To continue implementing plan above to ensure student success.
Demonstrate a clear understanding of the principles of typography.	Data collected GRA 3193 & GRA 4945	80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)	33 students earned a 10; 3 earned a 9; and 4 earned an 8 on ALC Rubric.	Criteria met/exceeded goal	To continue implementing plan above to ensure student success.
Possess an understanding of tools and technology.	Data collected in GRA 3193 & GRA 4945	80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)	35 students earned a 10; 3 earned a 9; 2 earned an 8.	Criteria met/exceeded goal	To continue implementing plan above to ensure student success.

2. Communication Skills:

Learning Outcomes	Means of Assessment	Criteria for Success	Findings	Results	Plan for Use of Findings Fall 2018 & Spring 2019
Write clearly and effectively: well-organized, well-developed ideas and concepts.	Data collected in GRA 3193 & GRA 4945	80% of the students demonstrate a mastery (receive a 7 or higher on ALC	34 students earned a 10; 6 students earned a 7 on	Criteria met/exceeded goal	To continue implementing plan above to ensure student success.

		rubric)	ALC Rubric.		
Exhibit oral communication as it pertains to critical graphical analysis	Data collected in GRA 3193 & GRA 4945	80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)	35 students earned a 10; 5 earned a 9 on ALC Rubric.	Criteria met/exceeded goal	To continue implementing plan above to ensure student success.

3. Critical Thinking Skills:

Learning Outcomes	Means of Assessment	Criteria for Success	Findings	Results	Plan for Use of Findings Fall 2018 & Spring 2019
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.	Data collected GRA 3193 & GRA 4945	80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)	35 students earned a 10; 5 earned a 7 on ALC Rubric.	Criteria met/exceeded goal	To continue implementing plan above to ensure student success.
Demonstrate ability in conceptual, logical, and intuitive thinking as applied to graphical analysis.	Data collected in GRA 3193 & GRA 4945	80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)	36 students earned a 10; 1 earned a 9 on ALC Rubric.	Criteria met/exceeded goal	To continue implementing plan above to ensure student success.

4. Civic Engagement (optional):

Learning Outcomes	Means of Assessment	Criteria for Success	Findings	Results	Plan for Use of Findings Fall 2018 & Spring 2019
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Gain professional experience beyond the classroom working.	Data collected in GRA 4945 only	80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)	20 out of 20 students earned a 10 on ALC Rubric.	Criteria met/exceeded goal	To continue implementing plan above to ensure student success.
Examine the social and ethical responsibility of creating visual design.	Data collected in GRA 3193 & GRA 4945	80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)	39 students earned a 10; 1 earned a 7 on ALC Rubric.	Criteria met/exceeded goal	To continue implementing plan above to ensure student success.
Demonstrate a basic understanding of design business practices, including ability to organize projects and work as a productive creative team member.	Data collected in GRA 3193 & GRA 4945	80% of the students demonstrate a mastery (receive a 7 or higher on ALC rubric)	36 students earned a 10 on ALC Rubric; 2 earned a 9; 2 earned an 8.	Criteria met/exceeded goal	



Academic Program: Graphic Design

Persons Responsible: Jennifer Yucus

ALC GOALS ESTABLISHED FOR DATA COLLECTION: **Fall 2018 & Spring 2019**

1. Content / Discipline Skills:

Learning Outcomes	Means of Assessment	Criteria for Success	Findings	Plan for Use of Findings Fall 2019 & Spring 2020

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2. Communication Skills:

Learning Outcomes	Means of Assessment	Criteria for Success	Findings	Plan for Use of Findings Fall 2019 & Spring 2020

3. Critical Thinking Skills:

Learning Outcomes	Means of Assessment	Criteria for Success	Findings	Plan for Use of Findings Fall 2019 & Spring 2020

4. Civic Engagement (optional):

Learning Outcomes	Means of Assessment	Criteria for Success	Findings	Plan for Use of Findings Fall 2019 & Spring 2020

*Please include multiple assessments. For example: students perform well on classroom assignments, norm-referenced tests/surveys, and they get accepted to graduate school or are employed.