



Program Learning Outcomes:

- 1. Problem Solving.** The ability to solve communication problems and carry projects from creation through to the production process; including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping, user testing, integration of feedback and the evaluation of outcomes.
- 2. Communication.** The ability to describe and respond to the audiences and contexts, which communication solutions must address, including recognition of the physical, cognitive, cultural, and social human factors that shape design decisions.
- 3. Demonstration.** The ability to create and develop visual concepts in response to communication problems, including an understanding of the principles of visual organization, information hierarchy, symbolic representation, typography, aesthetics, and the construction of original meaningful forms.
- 4. Technique.** An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools and technologies include drawing, offset printing, photography, and time-based and interactive media.
- 5. Application.** Able both to determine the mode(s) of production required to achieve a specific product and to demonstrate level-appropriate mastery of skills, manual and/or digital, necessary to achieve those products. Apply the principles of color, composition, hierarchy, typography as they relate in the various media—digital, print, motion, 3-D, etc.—that exist in design.
- 6. Aesthetic Fluency.** Recognize and apply aesthetic principles of design history, theory, and criticism from a variety of perspectives, including those of art history, linguistics, communication and information theory, technology, and the social and cultural use of design objects.
- 7. Professionalism.** An understanding of basic business practices and trade ethics related to graphic arts, including the ability to organize design projects and to work productively in client-designer and team relationships in the implementation and evaluation of projects.
- 8. Portfolio.** Organize and present a portfolio of work that gives evidence of the skills, knowledge, and abilities to begin a graphic design career or transfer to a four-year college for additional study.

General Education Requirements

