	2022-2023
	BFA Graphic Design
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Provide a brief description of how assessment results have been used for program improvement. Point to a specific example of how an assessment provided the program with data it could use for improvement and what that improvement was, if possible, also show evidence of the improvement. You may look at data from the two previous academic years to support this case.

K. Okiakosa   3   3

Respond here:

The BFA in Graphic Design program is based on the students' senior thesis capstone project, which includes creating a series of artworks, a written paper, and an oral defense completed in tandem with course ARTS 4399, Senior Thesis & Exhibition. This is a rigorous course and capstone completed at the end of the degree program, and is modeled in structure on the MFA thesis, a format that helps students prepare to promote their work or pursue graduate study upon completion. There are 4 Outcomes that are measured for reporting, which include 1. students' ability to create a series of original artworks; 2. students' ability to analyze and describe the formal appearance of artwork, both orally and in writing; 3. students' ability to defend the series of works orally; and 4. students' ability to defend

						* What do the data tell you? How will you use this data? How were data from the last cycle used to make changes during this cycle, and What were the results of those changes?
Goal 1 Creating Design Works It is expected that seniors preparing to complete the BFA in Graphic Design program will be able to effectively initiate and produce a conceptually unified body of original graphic design artworks within the medium/s of specialization, usually a combination of traditional and electronic. The rationale for this goal is to demonstrate the Department's and Professional Standards expected of a degreed student in creativity,	Outcome 1 Demonstrate the ability to Create Design Works Upon completing the program, students will demonstrate the ability to produce a series of original design concepts in their medium/s of specialization (usually both traditional and electronic) that is original; that demonstrates the application of the principles of design and color, exhibits the investigation of subject matter, materials, and content; and reflects the high quality and rigor of education in the program.	All outcomes for the BFA in Graphic Design program are assessed by the students' senior thesis capstone project, which includes creating a series of original, technically proficient, artworks investigating				

technical achievement, and originality, as well as the investigation of subject matter, materials, and content.

(see the method and rubric in the Method/Location column.)

to initiate and produce an original work of art or solve a graphic design problem.

Excellent (4), Above Average (3), Average (2), Below Average (1), Unacceptable (0))

demonstration of

rationale for this goal is the demonstration of communication skills and the department's ability to maintain high standards and rigorous quality of education.

the department's high standards and rigorous quality of education.

to articulate their work in writing, effectively stating the conceptual and formal decisions and historical influences relevant to creating their original artworks. This goal assures students are prepared to articulate their work in writing and maintains the department's high standards and rigorous quality of education.

ability to articulate and defend their ideas about their and design works in writing, demonstrating their written communication skills in keeping with Department and Professional Standards.

includes creating a series of original, technically proficient, design works investigating particular subject matter; as well as a written paper; and an oral defense that is completed in conjunction with course ARTS 4399, Senior Thesis & Exhibition. (see the method and

*Copy last cycle's actions/goals and report on progress toward continuous improvement on those here.

C=Complete
P=Progressing
N=No Action Taken

If C, describe efforts that led to accomplishment of actions/goals.
If P, provide update on progress made toward accomplishing actions/goals and what tasks remain
If N, discuss why action toward accomplishing

Goal for Outcome 2
Improve formal analysis

P

The assessment provided the program assessors with data that students need to improve their formal analysis skills.

The Target was met. Our action plan is to continue implementing assignments to build skills in formal analysis while continuing curricular updates emphasizing relationships between skill-building in classes and successful capstone projects.

Improving formal analysis: Since only 50% of students assessed scored above average (3 or higher on our rubric of 1-4) in 2021-2022, the assessment provided the program assessors with data that students need to improve their formal analysis skills. As a result, the assessment was used to make class assignments and outcomes adjustments in a number of graphic design and art history classes to improve in this area in the 2022-2023 assessment year. Student performance improved significantly from 50% to 76.9%, meeting the Target for this Outcome and marking these curricular changes in Graphic Design as a success.

Goal for Outcome 3
Raise Target

Since the majority of students exceeded the
Achievement Target in 2021-2022, our department
discussed and decided to raise the benchmark for
2022-

		<mark>improve student results in all outcomes.</mark> <mark>Our action plan is to return the targets to 75% for all outcomes while continuing to implement curricular updates emphasizing relationships between skill-building in classes and completing successful capstone projects.</mark>
Goal for Outcome 4 Raise Target Since the majority of students exceeded the Achievement Target in 2021-2022, our department discussed and decided to raise the benchmark for 2022-2023 from 75% to 78% of students scoring above average (a 3 or above score on our rubric of 1-4). <mark>The Target was not met. Our action plan is to return the targets to 75% for all outcomes while continuing to implement curricular updates emphasizing relationships between skill-building in classes and successful capstone projects.</mark>	P	Since the majority of students exceeded the Achievement Target in 2021-2022, our department discussed and decided to raise the benchmark for 2022-2023 from 75% to 78% of students scoring above average (a 3 or above score on our rubric of 1-4). Making such an increase was discussed previously, but since recent assessment years were marked by the potential for student struggles with the global pandemic and related personal or instructional difficulties, we determined to hold off until the next assessment year to implement this change. We are also analyzing the benefits of possibly raising the benchmark more significantly in future years. <mark>For 2022-2023 students exceeded the Target for 2021-2022 but fell short of the new target of 78%. Compared to the previous year, there percentage of students meeting the Target fell from 80% to 76.9%.</mark> <mark>The lower than anticipated scores possibly resulted from several factors 1.) the BS in Graphic Design degree program is ending, so there may be a number of students that entered the BFA in Graphic Design that were not as prepared as their peers to complete a capstone project. 2.)Student engagement in Graphic Design may be limited because some students want to enter an Illustration concentration. Currently, an</mark>

| | | Illustration concentration is being proposed within the studio art major to accommodate these students in the future and to allow us to assess nterested graphic design studentsi 3.)This is a transitional period for our Graphic Design program as new faculty will join the department in fall 2023 who will be advised to develop curriculum to improve student results in all outcomes.

 Our action plan is to return the targets to 75% for all outcomes while continuing to implement curricular updates emphasizing relationships between skill-building in classes and completing successful capstone projects. |