Program Outcomes/Learning Objectives for Graphic Design

Undergraduate students seeking a professional degree in Graphic Design will demonstrate proficiency in design principles, design process, theory, history and contemporary design practice. Students will develop an understanding of design process and problem solving methods and explore the effect graphic design has upon the human environment from social responsibility, sustainability and interdisciplinary perspectives. Students will demonstrate proficiency in identified technical skills, understand and apply basic principles in the process of creating, analyzing, and evaluating graphic design solutions in relation to specific end uses and consumer needs. Students will demonstrate proficiency in research, writing, communication and presentation skills.

I. Graphic Design: Specific knowledge and skills

A. Acquire, articulate, and apply specialized terminology and knowledge relevant to graphic design including relationships to other disciplines and to contemporary global issues.

B. Assess, predict, and articulate the influence and importance of graphic design issues within the human environment from social responsibility, sustainability and interdisciplinary perspectives.

C. Acquire and demonstrate competency in technical skills applicable to graphic design.

D. Demonstrate the ability to use design thinking strategies in an iterative design process.

E. Demonstrate the ability to analyze, synthesize, and develop probable solutions.

II. General knowledge and skills

A. Communicate concepts, design solutions, and arguments clearly and concisely through visual, verbal and written means.

B. Access information through traditional and new technologies, and synthesize this information for problem solving activities.

C. Critically analyze and evaluate information from multiple sources and diverse perspectives.

D. Understand the relationship of graphic design to other disciplines and to society.