

GRAPHIC DESIGN

2007-2008 "ONE QUESTION" STUDENT LEARNING OUTCOMES ASSESSMENT RESULTS

LEARNING GOAL/OUTCOME

Are the students being given enough opportunities to explore how their creative work could make an impact to our culture?

RESULTS

"THE CULTURAL IMPACT GRAPHIC DESIGNERS MADE" IS REPEATEDLY EXAMINED IN THE GD COURSE SEQUENCE. FOR EXAMPLE: - "INTRO. GRAPHIC DESIGN" INTRODUCES HOW GRAPHIC DESIGN WORKS AS AN OBJECTIVE VISUAL COMMUNICATION TOOL TO INFORM AND PERSUADE WITHIN OUR CULTURE.-

ANALYSIS

OUR CURRENT PROGRAM PROVIDES SOLID THEORETICAL UNDERSTANDING OF THE RELATIONSHIP BETWEEN DESIGN AND CULTURE. HOWEVER, AS AN ISSUE, IT WAS RAISED "HOW WE CAN PREPARE THE STUDENTS FOR THE NEEDS OF THE FAST GROWING CREATIVE ENVIRONMENT". THE NEW MEDIA HAVE C

HOW THE RESULTS WILL BE USED

IMMEDIATE IMPACT: THE FACULTY WILL ENCOURAGE STUDENTS TO TAKE ELECTIVES IN THE DIGITAL ART AND IMM PROGRAMS TO BROADEN THEIR TECHNICAL SKILLS IN TIME-BASED AND INTERACTIVE MEDIA. THE FACULTY WILL ALSO EXPLORE THE POSSIBILITIES OF INTEGRATING NEW TECHNOLOG

REFLECTIONS

THE DESIGN FACULTY BELIEVES THE 2007-08 "ONE QUESTION" IS A LOGICAL PROGRESSION FROM OUR LAST YEAR THEME OF "STUDENTS ABILITY OF CONDUCTING THOROUGH RESEARCH". ALTHOUGH THIS YEAR OUR PRIMARY FOCUS IS "SOCIAL ROLES AND CULTURAL IMPACTS OF GRAPHIC DESIGN",

2007-2008 CONTACT PERSON

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