

GRAPHIC DESIGN

2006-2007 "ONE QUESTION" STUDENT LEARNING OUTCOMES ASSESSMENT RESULTS

LEARNING GOAL/OUTCOME

Students will be able to conduct thorough research in both historical and contemporary issues in graphic design.

RESULTS

The quality and quantity of research assignments is inconsistent throughout different levels of classes. While the majority of students can establish, refine, and master their skills in conducting research, a small number of design students have the tendency to focus only on their creative assignments. Therefore, the overall standard of conducting thorough research is varying from student to student. Students transferred from community colleges frequently have more difficulty of conducting research.

ANALYSIS

The proficiency of conducting research is inconsistent among art and design students, because these students are typically more interested in art making instead of reading and writing. Compared to our pre-transformation three-credit courses, our current four-credit courses have already increased the research requirements significantly. Based on what we found, the graphic design faculty is planning to make our current research assignments more engaging.

HOW THE RESULTS WILL BE USED

REFLECTIONS

The "One questions" from last year analyses students' fluency in the language of graphic design, students need sufficient verbal and visual language skills to conduct thorough research, so we found this year's "one question" is a logical progression from the previous year. Based on the last years result, design faculty have required additional readings assignments, critique, research, fieldtrips, and professional lectures to uplift the students' fluency in the language of graphic design, and also to increase their proficiency of conducting thorough research.

2006-2007 CONTACT PERSON

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