

# GRAPHIC DESIGN

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

### LEARNING GOAL/OUTCOME

To discuss the social roles of graphic designers

### QUESTION

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

### EXPECTED ANSWER (HYPOTHESIS) AND ANTICIPATED USE OF RESULTS

The social roles of graphic designers are thoroughly discussed through lectures, research assignments, and critiques. Creative assignments frequently deal with current social issues, and students are often required to conduct research before their creative process. "History of Graphic Design" also provides an in-depth understanding of how graphic design had been used as a social and political weapon throughout history.

Modification of class content as well as curriculum changes will be considered based on what we find

### PLAN (METHODS)

Design faculty will be asked how much "social roles of graphic designers" has been discussed in their courses. Design students will also be interviewed to see if the material covered was effectively presented. Models from other design programs will be evaluated, and the education council from the AIGA (American Insititute of Graphic Arts) will also be consulted.

### 2007-2008 CONTACT PERSON

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