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Department of Art

Department of Journalism and Public Communications

# ACADEMIC ASSESSMENT PLAN

Version 2.1

# Occupational Endorsement Certificate (OEC) in Graphic Design

Adopted by

Department of Art

Department of Journalism and Public Communications

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Submitted by

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## Mission Statement

The Occupational Endorsement Certificate (OEC) in Graphic Design is a one-year, 24-credit collaborative program between the Departments of Art and Journalism and Public Communications.

Courses in graphic design, computer art, media literacy and strategic communications train students to create high-impact design and strategic messages that solve communications problems across a variety of platforms.

Upon completion of this program, students will be prepared to enter the workforce as graphic designers, creative directors, advertising art directors, web designers, packaging designers, etc. thus meeting the needs of Alaska’s small and large businesses and non-profit organizations.

## Program Assessment

The process the Department of Art uses to determine our program’s objectives, outcomes and assessment strategy is based on our accrediting agency, NASAD (National Association of Schools of Art and Design) philosophies and competencies regarding a common body of knowledge and skills.[[1]](#footnote-1)

The assessment strategies for OEC/Graphic Design incorporates NASAD evaluation mechanisms such as portfolio, document reviews, examinations, and course grades. Academically the student is responsible for written assignments, creative applications, reviews of salient articles and topically based research papers/projects. The primary tool for assessment in the studio area is the end-of-the semester portfolio review, which is equivalent to an e-portfolio This mode of assessment applies for students as they progress through the program.

## Program Student Learning Outcomes

Students graduating with an Occupational Endorsement Certificate (OEC) in Graphic Design program will be able to:

* Exhibit a thoughtful application of the elements and principles of visual organization, color theory, information hierarchy, and typography to successfully communicate stories, concepts, emotion across a variety of media.
* Understand contemporary and historical tools, technology, and theories, including their roles in the creation, production, and distribution of visual messages.
* Create solutions to communications problems that take into consideration diverse audiences and contexts.
* Demonstrate critical thinking and problem-solving skills in developing design strategies for producing logo designs, advertising layouts and promotional material for the commercial market and non-profit market.

## OEC/Graphic Design Measures

The following measures were adopted by the Department of Art and Department of Journalism and Public Communications in March of 2022 to assess student performance. These measures illustrate student performance relative to one or more outcomes listed in OEC/Graphic Design program. We plan to assess two measures per academic year and listed here are courses corresponded to each measure. We will assess ART A252 in the fall semester and JPC A366 in the spring semester.

**Table 1: Association of Assessment Measures to Program Outcomes**

| **OEC/Graphic Design** **Student Learning Outcomes** | **OEC Measure 1**ART A252 | **OEC Measure 2**JPC A366 |
| --- | --- | --- |
| 1. Exhibit a thoughtful application of the elements and principles of visual organization, color theory, information hierarchy, and typography to successfully communicate stories, concepts, emotion across a variety of media.
 | 1 | 0 |
| Understand contemporary and historical tools, technology, and theories, including their roles in the creation, production, and distribution of visual messages. | 1 | 0 |
| Create solutions to communications problems that take into consideration diverse audiences and contexts. | 0 | 1 |
| Demonstrate critical thinking and problem-solving skills in developing design strategies for producing logo designs, advertising layouts and promotional materials for the commercial market and non-profit market. | 0 | 1 |

0 = Measure is not used to measure the associated outcome.

1 = Measure is used to measure the associated outcome.

## Assessment Process

A description of the measures used in the assessment of the OEC/Graphic Design program outcomes and their implementation are summarized in Table 2. These measures describe their use and the factors affecting the results.

**Table 2: Program Outcomes Assessment Measures and Administration**

| **OEC Measure** | **Description****(Students will…)** | **Frequency** | **Collection Method** | **Administered by** |
| --- | --- | --- | --- | --- |
| **Measure 1:**ART A252 | Produce thoughtful applications that (1) uses the elements and principles of visual organization, color theory, information hierarchy, and typography to communicate, and (2) understands contemporary and historical tools, technology and theories in the creation, production, and distribution of visual messages. | Fall Semesters  | Score Sheet  | Course Instructors |
| **Measure 2:**JPC A366 | Produce a professional portfolio that (1) applies ethical principles and regard for diversity, both domestic and global, in strategic communications materials and plans, and (2) evaluates the strategic process professionals use in determining which communications tactic is most appropriate to the audience and the situation. | Spring Semesters | Score Sheet | Course Instructors |

## Assessment Implementation & Analysis for Program Improvement

We plan to meet twice during the academic year to review the data collection regarding our assessment measures. At these meetings, changes made to the assessment measures will be done based on assessing the data and interpreting the results. We will decide if programmatic changes are needed and design a plan for putting into place the recommended suggestions.

Any changes decided on will be addressed to the student constituency and the university administration. Any decisions that will be implemented will be forwarded to the Office of Academic Affairs by September 15th of each year.

## APPENDIX A

**OEC/Graphic Design Measure 1: ART A252**

**Measure description:** Produce thoughtful applications that (1) uses the elements and principles of visual organization, color theory, information hierarchy, and typography to communicate, and (2) understands contemporary and historical tools, technology and theories in the creation, production, and distribution of visual messages.

**Factors that affect the collected data:** Assessing the effectiveness of students’ assignments will vary according to the skill level attained by students taking these courses. Assignments will be assessed throughout the semester by determined assignments. The determination of these outcomes is geared to the skill level of the student and the class level entry point of the student, which will subsequently fluctuate.

**How to interpret the data:** The following are the criteria used by the Department of Art to assess OEC/Graphic Design Student Learning Outcomes, which is based on the student’s reflective projects/assignments:

| **OEC/Graphic Design Student Learning Outcomes** |
| --- |
| 1. Exhibit a thoughtful application of the elements and principles of visual organization, color theory, information hierarchy, and typography to successfully communicate stories, concepts, emotion across a variety of media.
 |
| 1. Understand contemporary and historical tools, technology, and theories, including their roles in the creation, production, and distribution of visual messages.
 |

| **CRITERIA** | **ASSESSMENT TOOLS** | **SCORE (4 Maximum)**  |
| --- | --- | --- |
| Use of substantive elements and principles of visual organization  | Critical reflective assignments/applications | 0 1 2 3 4 |
| Demonstrate the ability to communicate stories and concepts  | Critical reflective assignments/applications | 0 1 2 3 4 |
| Understand variety of tools, technology, and theories in the creation, production, and distribution of visual messages | Critical reflective assignments/applications | 0 1 2 3 4 |
| Final Grade | Critical reflective assignments/applications | 0 1 2 3 4 |

## APPENDIX B

**OEC/Graphic Design Measure 2:** JPC A366

**Measure description:** Produce a professional portfolio that (1) applies ethical principles and regard for diversity, both domestic and global, in strategic communications materials and plans, and (2) evaluates the strategic process professionals use in determining which communications tactic is most appropriate to the audience and the situation.

**Factors that affect the collected data:** Assessing the effectiveness of students’ assignments will vary according to the skill level attained by students taking these courses. Assignments will be assessed throughout the semester by determined projects. The determination of these outcomes is geared to the skill level of the student and the class level entry point of the student, which will subsequently fluctuate.

**How to interpret the data:** The following are the criteria used by the Department of Journalism and Public Communications to assess, which is based on the student’s portfolio/projects.

| **OEC/Graphic Design Student Learning Outcomes** |
| --- |
| 1. Create solutions to communication problems that take into consideration diverse audiences and contexts.
 |
| 1. Demonstrate critical thinking and problem-solving skills in developing design strategies for producing logo designs, advertising layouts and promotional materials for the commercial market and non-profit market.
 |

| **CRITERIA** | **ASSESSMENT TOOLS** | **SCORE (4 Maximum)** |
| --- | --- | --- |
| Evaluate the strategic process professionals use in determining which communications tactic is most appropriate to the audience and the situation | Course Assignments | 0 1 2 3 4 |
| Apply ethical principles and regard for diversity, both domestic and global, in strategic communications materials and plans | Course Assignments | 0 1 2 3 4 |
| Final Grade | Course Assignments | 0 1 2 3 4 |

1. See *NASAD Handbook 2017-2018* (Reston, Virginia: National Association of Schools of Art and Design, December 19, 2017). Ch. VII, “The Liberal Arts Degree with a Major in Art/Design”-“General Studies”, pp. 91-95 and Ch. VIII, “All Professional Baccalaureate Degrees in Art and Design”-“Common Body of Knowledge and Skills.” p. 97 [↑](#footnote-ref-1)