

ILLUSTRATION PROGRAM LEARNING OUTCOMES		Exceeding	Meeting	Developing	Not Meeting	Institutional Outcomes
IL1	<b>Students demonstrate an understanding of and proficiency in professional practice.</b>	Above average attention to the presentation, deadlines and preparation for studio class projects	Good attention to the presentation, deadlines and preparation for studio class projects.	Fair attention to the presentation, deadlines and preparation for studio class projects.	Poor attention to the presentation, deadlines and preparation for studio class projects.	Critical thinking, Design Competence
IL2	<b>Students demonstrate a strong use and proficiency in media skills and digital skills.</b>	Above average use of media with near professional ability to apply suitable technique for a given project.	Good understanding of media showing average technical ability but below professional standards.	Fair technical ability to use media with appropriate materials, well below professional standards.	Very little understanding of media techniques, unacceptable at a professional level.	Design Competence
IL3	<b>Students demonstrate a strong use and proficiency in drawing skills as well as the use of value and color.</b>	Above average drawing with technical understanding that combines observation and imagination with research to construct expressive images at a near professional level.	Good ability to combine observational and imaginative drawing techniques with research to construct expressive images, but below professional standards.	Fair ability to combine observational and imaginative drawing techniques with research, to construct expressive images, well below professional standards.	Very little awareness of drawing techniques in research, unacceptable at a professional level.	Design Competence
IL4	<b>Students demonstrate a strong use and proficiency in composition theory.</b>	Above average ability to use basic design elements to compose a dynamic and cohesive illustration at a near professional level.	Good ability to use basic design elements to compose a dynamic and cohesive illustration although below a professional standards.	Fair ability to use basic design elements to compose a dynamic and cohesive illustration and is well below professional standards.	Poor ability in using basic design elements to compose a dynamic and cohesive illustration and is unacceptable at a professional level.	Design Competence
IL5	<b>Students demonstrate a strong use and proficiency in critical thinking</b>	Above average analytical ability when reflecting on the concepts employed in the artwork.	Good analytical ability when reflecting on the concepts employed in the artwork.	Fair analytical ability when reflecting on the concepts employed in the artwork.	Poor analytical ability when reflecting on the concepts employed in the artwork.	Critical Thinking, Communication Competence, Cultural Competence
IL6	<b>Students demonstrate a strong use and proficiency in storytelling + communication.</b>	Above average storytelling that merges narrative & visual elements at a near professional level. The narrative elements are combined effectively and the story is well thought out in both form and content.	Good storytelling that merges narrative & visual elements although below professional standards. Good ability to communicate the key issues needed to reach the audience with acceptable form and content in the illustrations.	Fair storytelling that merges narrative & visual elements and is well below professional standards. Fair ability to communicate the key ideas in a story, but with an uneven quality in reaching the audience through imagery.	Poor storytelling that merges narrative & visual elements and is unacceptable at a professional level. Poor ability to find the key story elements needed. Weak themes that do not show originality, energy or sensitivity to the audience.	Communication Competence, Design Competence, Critical Thinking, Cultural Competence
IL7	<b>Students demonstrate a strong sense of personal style.</b>	Above average individual style.	Good individual style.	Fair individual style.	Poor individual style.	Cultural Competence, Design Competence