GRAPHIC DESIGN PROGRAM LEARNING OUTCOMES		Exceeding	Meeting	Developing	Not Meeting	Institutional Outcomes
GD1	The ability to solve communication problems.	Demonstrate an above average ability to solve problems using visual communication strategies	Demonstrates an entry level ability to solve problems using visual communication strategies	Student does not display problem solving abilities within the range of acceptability for visual communication standards.	Student's skills in problem solving are not acceptable for visual communication standards.	Communication Competence Design Competence
GD2	Research and information gathering, analysis, generation of alternative solutions.	Skill level is above average with regard to the application and historical context for graphic project development.	Displays average skill regarding the search and application of historical context as it applies to project development.	Skill level is below average with regard to the application and historical context for graphic project development.	Level of understanding is poor, with regard to the application and historical context for graphic project development.	Cultural Competence Design Competence Critical Thinking
GD3	Prototyping, user testing, and evaluation of outcomes	Student's models and/or prototypes are highly effective and functional. Also demonstrates good skills in the evaluation of user data.	Student is able to show functional and effective models or prototypes as they are applied to users within a specific context. Also demonstrates acceptable skills in the evaluation of user data.	Models or prototypes as they are applied to users within a specific context are below average. Student's skills do not demonstrate average skill levels as it applies to the evaluation of user data.	Student shows highly developed and inspired organizational skills, design strategies and adherence to design principles within the context of information architecture and levels of graphic importance.	Design Competence
GD4	The ability to describe and respond to the audiences and contexts which communication solutions must address. Recognition of the physical, cognitive, cultural, and social human factors that shape design decisions	Student's comprehension skills are above average and very effective as they are used within various environmental contexts. Such environments include social, cultural and historical applications.	Comprehends the effectiveness of designs that are used within various environmental contexts. Such environments include social, cultural and historical applications.	Student shows below average comprehension skills within the context of designs that are used within various environmental contexts. Such environments include social, cultural and historical applications.	Student's comprehension skills are unacceptable within the context of designs that are used within various environmental contexts. Such environments include social, cultural and historical applications.	Communication Competence Design Competence
GD5	The ability to create and develop visual form in response to communication problems.	Student displays very good skills with regard to development of graphics with regard to visual problem solving, communication and and physical applications.	Meets requirements for entry-level development of graphics with regard to visual problem solving, communication and and physical applications.	Student shows below average requirements for entry-level development of graphics with regard to visual problem solving, communication and and physical applications.	Student shows poor or no skills regarding the development of graphics, visual problem solving, communication and physical applications.	Communication Competence Design Competence
GD6	Understand principles of visual organization/composition and information heirarchy	Student shows highly developed and inspired organizational skills, design strategies and adherence to design principles within the context of information architecture and levels of graphic importance.	Student shows acceptable organizational skills, design strategies and understanding of design principles within the context of information architecture and levels of graphic importance.	Student's skills are below average within the area of organizational skills, design strategies and design principles within the context of information architecture and levels of graphic importance.	Student is deficient in understanding and implementing organizational skills, competent and logical design strategies or design principles within the context of information architecture and levels of graphic importance.	Design Competence
GD7	Understand symbolic representation	Demonstrates a fluid facility and comprehensive understanding of the structure, history and projected trajectory of complex message-making within the language of universal symbologies, pictograms and other visual communication devices in the context of communication.	Acceptable skills to Identify and examine the needs and applications for universal symbologies, pictograms and other visual communication devices used in the context of communication.	Recognizes the purpose and power of universal symbologies, pictograms and other visual communication devices in the context of communication. May not weild the ability to create, critique and modify symbols with accuracy.	Unable to demonstrate any facility for identifying the purpose and power of universal symbologies, pictograms and other visual communication devices in the context of communication. Unable to create, examine, critique or modify symbols toward any communication purpose.	Design Competence Cultural Competence
GD8	Understanding the proper use of Typography and its various applications.	Presents a strong portfolio of typography usage as it applies to readability, functionality, experimentation and cultural representation from a design context. Demonstrates classic typographic manipulation and honors the history of typographic traditions.	Presents a basic understanding of typography as it applies to usage, design, functionality, heirarchy and culture as it is intended to show the application of effective design principles.	Student begins to experiment with typography as it applies to usage, functionality, hierarchy and culture without a true connection to the principles of typographic expression.	Student is unable to demonstrate any facility for identifying the purpose and power of typgraphic usage. No effort at understanding functionality, hierarchy and it's resultant cultural representations can be conferred in connection to the principles of typographic expression.	Design Competence Cultural Competence
GD9	An understanding of tools and technology, including the creation, reproduction, and distribution of visual messages.	The student is masterful, thoughtful and creative in the utilization of modern tools and technologies of the current graphics industry its trades, communication devices and visual mediums used to display graphic messages.	The student is able to utilize and effectively create with, the modern tools and technologies of the current graphics industry its trades, communication devices and visual mediums used to display graphic messages.	The student is able to utilize and modestly create with the modern tools and technologies of the current graphics industry its trades, communication devices and visual mediums used to display graphic messages.	The student is unable to utilize or create with the modern tools and technologies of the current graphics industry its trades, communication devices and visual mediums used to display graphic messages.	Design Competence
GD10	An understanding of design history, theory and criticism.	An above average understanding of past design principles and their historical value within various graphic contexts, messages and communications.	An entry level understanding of past design principles and their historical value within various graphic contexts, messages and communications.	Developing an understanding of past design principles and their historical value within various graphic contexts, messages and communications.	Student is lacking understanding of past design principles and their historical value within various graphic contexts, messages and communications and is unable to build upon the knowledge in creating design work.	Design Competence Cultural Competence
GD11	An understanding of basic business practices, including the ability to organize design projects and to work productively as a member of teams.	Uses current and well-informed design strategies, approaches, assessments and level of professionalism when developing graphic materials within groups, teams and client related formats. Takes on a leadership role and can-do attitude when faced with complicated design requests, needs or challenges with no clear solutions. Demonstrates solid level of verbal and written communication skills and confidence in presentation.	Uses acceptable design strategies, approaches, assessments and professionalism when developing graphic materials within groups, teams and client related formats.	Has an understanding of design strategies, approaches, assessments and professionalism when developing graphic materials within groups, teams and client related formats.	Lacks acceptable skills regarding design strategies, approaches, assessments and professionalism when developing graphic materials within groups, teams and client related formats.	Communication Competence