

PROGRAM ASSESSMENT PLANNING FORM

Program to be assessed:

Title: Graphic Design  
 Division: BCT

Department: DMA

Program Code: APGRD

Type of Award:  A.A.  A.S.  A.A.S.  
 Cert.  Adv. Cert.  Post-Assoc. Cert.  Cert. of Completion

Assessment plan:

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Describe population to be assessed	Number of students to be assessed
Produce a portfolio of design projects suitable for seeking employment in graphic design or transferring to a baccalaureate program.	Portfolio of design projects	F 2014	Students completing GDT 290	All

Scoring and analysis of assessment:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric/scoring guide.

Portfolios will be individually evaluated and scored using a departmentally-developed rubric (portfolio evaluation forms).

2. Indicate the standard of success to be used for this assessment.

80% of students will score 3 or better (out of 5) on the portfolio evaluation.

3. Indicate who will score and analyze the data (data must be blind-scored).

An external group of graphic design professionals will score the portfolios. Full-time faculty will gather the score sheets, analyze the data, and write the report.

4. Explain the process for using assessment data to improve the program.

If scores are low in any particular area of the evaluation, or if fewer than 80% of students score an average of 3 out of 5, the faculty will make appropriate adjustments to courses, sequencing or pre-requisite courses in the program.

Submitted by:

Name: Kelley K. Gottschang *Kelley K. Gottschang* Date: 1/25/12  
Print/Signature  
 Dept. Chair: Jason Withing/Jason Withing *J. Baker* Date: 1/25/12  
Print/Signature  
 Dean: Rosemary Wilson *Rosemary Wilson* Date: 2/1/12  
Print/Signature

Please return completed form to the Office of Curriculum & Assessment, SC 247.

Office of Curriculum & Assessment

Program Assessment Planning Form.doc

Approved by the Assessment Committee 10/10/06

*logged 2/1/12 sjf*

**PROGRAM ASSESSMENT PLANNING FORM**

**Program to be assessed:**

Title: Graphic Design

Division: BCT

Department: VISD

Program Code: APGRD

Type of Award:  A.A.     A.S.     A.A.S.  
 Cert.     Adv. Cert.     Post-Assoc. Cert.     Cert. of Completion

**Assessment plan:**

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Describe population to be assessed	Number of students to be assessed
Produce a portfolio of work suitable for seeking employment in graphic design or transferring to a baccalaureate program in graphic design.	Portfolio of graphic design work	Winter 2010 and every three years thereafter	Students completing GDT 290 Professional Practices	All

**Scoring and analysis of assessment:**

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric/scoring guide.

Portfolios will be individually evaluated and scored using a departmental rubric (portfolio evaluation forms).

2. Indicate the standard of success to be used for this assessment.

80% of students completing GDT290 during the assessment semester will each score an average of 3 or better (out of 5) on the portfolio evaluation

• Indicate who will score and analyze the data (data must be blind-scored).

An external group of graphic design professionals will review and score the portfolios.

• Explain the process for using assessment data to improve the program.

Portfolio score sheets will be analyzed by full-time faculty. If scores are low in any particular area of evaluation, or if fewer than 80% of students score an average of 3 or above, the faculty will make appropriate adjustments to courses or the program.

**Submitted by:**

Name: Lind Babcock

Lind Babcock  
Print/Signature

Date: 3/10/2009

Dept. Chair: Jennifer Baker

Jennifer Baker  
Print/Signature

Date: 3/10/2009

Dean: Rosemary Wilson

Rosemary Wilson  
Print/Signature

Date: 3/26/09

Please return completed form to the Office of Curriculum & Assessment, SC 247.

logged 3/31/09

Office of Curriculum & Assessment

Approved by the Assessment Committee 10/10/06

**Assessment Plan**  
Program Assessment Plan

Washtenaw Community College

**Title:** Graphic Design

**Award type:** Associate in Applied Science Degree

**Division:** BCT

**Code:** APGRD

**Department:** VAT (VISD)

Learning Outcomes	Assessm't Tool	When Assessed	Course/other	#Students/Evaluators
<b>1. Conceptual Development And Design Methodologies</b>				
<i>Conceptual Framework, Ideation, and Visual Problem-Solving</i>				
Students will identify communication goals, develop and apply problem-solving strategies and processes, and explore effective and dynamic solutions to visual communication needs.	Design Strategies	Three-year cycle beginning F/2008	GDT 290	25 students-random selection of project strategy papers and sketches (GDT faculty)
Students will identify, explain and produce graphic symbols. These symbols serve to represent and sometimes expand the interplay of denotative and connotative elements of the visual message	Project Summaries	Three-year cycle beginning F/2008	GDT 290	25 students-random selection project summaries/rationales. (GDT faculty)
<b>2. Principles of Design Theory-</b>				
<i>Principles of Graphic Design, Organization and Visual Theories</i>				
Students will create single and multi-page publications that demonstrate understanding and application of basic principles of graphic design, visual theory and visual organization.	Portfolio	Three-year cycle beginning F/2008	GDT 290	25 students-random selection of student portfolios (outside review and GDT faculty)
Students will exhibit understanding of design principles and theory by articulating critical analysis of visual communication design publications.	Critique (written papers)	Three-year cycle beginning F/2008	GDT 290	25 students-random selection of formal critique (GDT faculty)
<b>3. Visual Communication Design</b>				
<i>Structure and Imagery</i>				
Students will an ability to design effective visual communication through organization of design elements (including typography, imagery, line, color, shape and space)	Portfolio	Three-year cycle beginning F/2008	GDT 290	25 students-random selection of student portfolios (outside review and GDT faculty)

#### **4. Visual Literacy**

##### *History, Analysis and Semiotics*

Students will identify the influences of graphic design movements, styles, eras, technologies and designers of historical significance from the 19<sup>th</sup> century to the present.

Departmental Exam  
(course level)

Three-year cycle  
beginning F/2008

GDT 101

25 students-  
random selection  
of exams (GDT  
faculty)

Students will demonstrate in their work a competency of visual form and syntax evident in their understanding of Semiotics relevant to the message. (signifiers and

Portfolio

Three-year cycle  
beginning F/2008

GDT 290

25 students-  
random selection  
of course portfolios  
(outside review and  
GDT faculty)

what is signified)

#### **5. Typography**

##### *Evolution and Function*

Students will demonstrate comprehension of the fundamental principles of typography, type classification, anatomy of type, type as forma and texture, terminology, type as image, readability and legibility applied to display and text type, typographic relationships, composition basics and grid systems.

Departmental Exam  
(course level)

Three-year cycle  
beginning F/2008

GDT 100

25 students-  
random selection  
of exams (GDT  
faculty)

Portfolio

Three-year cycle  
beginning F/2008

GDT 290

25 students-  
random selection  
of student portfolios  
(outside review and  
GDT faculty)

#### **6. Technical Proficiency**

##### *Software and Preproduction Preparedness*

Students will demonstrate competency in using computer hardware and page layout, illustration and Web design software.

Portfolio

Three-year cycle  
beginning F/2008

GDT 290

25 students-  
random selection  
of exams (outside review  
and GDT faculty)

Students will demonstrate competency in preparing graphic design work for commercial publication.

Portfolio

Three-year cycle  
beginning F/2008

GDT 290

25 students-  
random selection  
of course portfolios  
(outside review and  
GDT faculty)

**Assessment Plan**  
Program Assessment Rubric

Washtenaw Community College

**Title:** Graphic Design

**Award type:** Associate in Applied Science Degree

**Division:** BCT

**Code:** APGRD

**Department:** VAT (VISD)

**Learning Outcomes**

**Refined**

**Excellent**

**Competent**

**Novice**

**1. Conceptual Development and Design Methodologies**

*Conceptual Framework, Ideation, and Visual Problem-Solving*

***Design Strategies (Design Evaluation)***

4

3

2

1

Students will identify communication goals, develop and apply problem-solving strategies and processes, and explore effective and dynamic solutions to visual communication needs.

***Project Summaries (Design Evaluation)***

4

3

2

1

Students will identify, explain and produce graphic symbols. These symbols serve to represent and sometimes expand the interplay of denotative and connotative elements of the visual message

**2. Principles of Design Theory**

*Principles of Graphic Design, Organization and Visual Theories*

***Portfolios (Design Evaluation)***

4

3

2

1

Students will create single and multi-page publications that demonstrate understanding and application of basic principles of graphic design, visual theory and visual organization.

***Critiques (Critique Evaluation)\****

4 (100-90)

3(89-80)

2(79-70)

1(69-below)

Students will exhibit understanding of design principles and theory by articulating critical analysis of visual communication design publications.

**3. Visual Communication Design**

*Structure and Imagery*

***Portfolio (Design Evaluation)***

4

3

2

1

Students will an ability to design effective visual communication through organization of design elements (including typography, imagery, line, color, shape and space)

**4. Visual Literacy**

*History, Analysis and Semiotics*

***Departmental Exam\*\****

4 (100-90)

3(89-80)

2(79-70)

1(69-below)

Students will identify the influences of graphic design movements, styles, eras, technologies and designers of historical significance from the 19<sup>th</sup> century to the present.

***Portfolio (Design Evaluation)***

4

3

2

1

Students will demonstrate in their work a competency of visual form and syntax evident in their understanding of Semiotics relevant to the message. (signifiers and what is signified)

## 5. Typography

### *Evolution and Function*

<i>Departmental Exam***</i>	4 (100-90)	3(89-80)	2(79-70)	1(69-below)
<i>Portfolio (Design Evaluation)</i>	4	3	2	1

Students will demonstrate comprehension of the fundamental principles of typography, type classification, anatomy of type, type as forma and texture, terminology, type as image, readability and legibility applied to display and text type, typographic relationships, composition basics and grid systems.

## 6. Technical Proficiency

### *Software and Preproduction Preparedness*

<i>Portfolio (Technical Proficiency Evaluation)</i>	4	3	2	1
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Students will demonstrate competency in using computer hardware and page layout, illustration and Web design software.

<i>Portfolio (Technical Proficiency Evaluation)</i>	4	3	2	1
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Students will demonstrate competency in preparing graphic design work for commercial publication.

\* Graded formal critique (see separate rubric)

\*\* Test scores compiled from GDT 100

\*\*\* Test scores compiled from GDT 101

## Design Evaluation

**Refined:** Unique stylistic expression with highest degree of skill competency

**Excellent:** Expressive design with superior skill competency evident in work

**Competent:** Inventive design strategy with evidence of advanced skill

**Novice:** Elementary design with no evidence of advanced skill

## Technical Proficiency Evaluation

**Refined:** Highest degree of skill competency evident in work

**Excellent:** Outstanding skill competency evident in work

**Competent:** Evidence of advanced skill

**Novice:** No evidence of advanced skill

## Critique Evaluation

Student writes a formal critique on the work of a peer or on a professional design.

The criteria for evaluation:

1. Grammar and Syntax (how well the paper was written) 10 points
2. Success in identifying signifiers (formal qualities of the work being evaluated) 20 points
3. Evaluation (how well has the student designed the criteria for evaluation) 20 points
4. Formal Analysis (how well is the student's evaluation supported) 40 POINTS
5. Presentation (design of the paper) 10 points

# CORE CURRICULUM PROGRAM ASSESSMENT

To be used to complete Core Curriculum Project and to be included in the 1993-94 College Catalog.

## VISUAL ARTS TECHNOLOGY

Graphic Design Technology - Design Option  
Associate in Technical Studies  
Degree Program: Code GDTD

Full-Time Sequence	Course Title	Credit Hours
<b>First Semester (Fall)</b>		
GDT 100	Typography I .....	4
GDT 101	Design Survey.....	3
GDT 102	Computer-Aided Publishing.....	4
ART 112	Basic Design I .....	4
ENG 111	Composition I.....	<u>4</u>
		19
<b>Second Semester (Winter)</b>		
GDT 217	Computer Aided Publishing II.....	2
MTH 151	Technical Algebra (or MTH 163 - Business Math).....	3-4
GDT 112	Graphic Communication .....	4
GDT 215	Typography II.....	4
PHO 111	Photography .....	<u>4</u>
		19-20
<b>Third Semester (Fall)</b>		
GDT 226	Computer Aided Publishing III .....	4
GDT 238	Computer-aided Illustration.....	4
BMG	Restricted Business Elective .....	3-4
PLS 108	Government and Society.....	3
PSY 100	Intro to Psychology .....	<u>3</u>
		17-18

