

Graphic Design Program Goals and Competencies

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GRAPHIC DESIGN GOALS

1. To introduce an intensive design education and skill set and design thinking appropriate for an emerging graphic designer
2. To acquire a combination of proven traditional design concepts and industry-standard tools, which provide the opportunity necessary to become an effective designer.
3. To possess a core of knowledge that prepares them for advanced study.
4. To create a portfolio of work that demonstrates accepted competencies appropriate for the AFA.

GRAPHIC DESIGN COMPETENCIES (PC)

Students will

1. Demonstrate knowledge of a graphic design problem-solving skill set. (CC 1, 2, 3, 4,5,6, 7) (FN 2,3)
2. Create a system for information gathering, R and D and how to apply tools to problem solving. (CC 2, 3, 4, 5, 6, 7) (FN 1, 2, 3)
3. Demonstrate ability to use drawing as a primary visualization tool for image making process and as a structural guide for planning a successful message. (CC 3, 4, 5, 6) (FN 1, 2, 3)
4. Demonstrate the ability to present information as effective visual communication. (CC 1, 2, 3, 4, 5, 6, 7) (FN 1,2,3)
5. Build a solid foundation for developing and understanding professional practice. (CC 1, 2, 3, 4, 5, 6, 7) (FN 2, 3)