

Appendix D1

**DIGITAL ARTS Graphic Design Option Program Goals and Outcomes (Goal 1)**

I=Introduce R=Reinforce E=Emphasize	1st Semester				2nd Semester				3rd Semester				4th Semester		
	Art 11 Art Survey	Art 15 Design Basics	Art 21 Drawing	Art 84 Digital Imaging	Art 55 Modern Art	Art 86 Digital Illustration	Art 72 Digital Photogra phy	Art 79 Typographic Design	Art 81 Typography & Layout	Art 22 Painting	Art 87 Web Design	Art 56 Graphic Design History	Art 82 Illustr ation	Art 90 Graphi Design Project	Art 91 Portfolio Seminar
<p><b>Program GOAL 1:</b> To Introduce students to the process involved in planning and executing the <b>design of visual communications</b>. To foster the ability to create and develop visual form in response to design problems.</p> <p><b>General Education Proficiency GOAL A:</b> Communication: Use reading, writing, listening and speaking to find, interpret, and communicate information in various modes, including aesthetic, symbolic and graphic.</p>															
<b>OUTCOMES</b>															
Understand the elements and principles of design; visual organization, information hierarchy, symbolic representation, typography and aesthetics.		I		I		R	R	R	R	R	R	E	E	E	E
The ability to solve design problems, including the skills of problem identification. Evaluate and solve problems, including the skills of problem identification and developing solutions based on these findings.		I		I		I	I	I	R		R		E	E	E
Use the principles of design to address narrative, or other expressive needs.		I		I		R	R	R	R	R	R		E	E	E
Describe and respond to clients' needs and develop solutions to design problems.				I		I		I	R		R		E	E	E
Articulate and communicate a design concept and its relevance as a solution (class presentations).		I						I	R	R		R	E	E	R

Appendix D2

**DIGITAL ARTS Graphic Design Option Program Goals and Outcomes (Goal 2)**

I=Introduce R=Reinforce E=Emphasize	1st Semester				2nd Semester				3rd Semester				4th Semester		
	Art 11 Art Survey	Art 15 Design Basics	Art 21 Drawing	Art 84 Digital Imaging	Art 55 Modern Art	Art 86 Digital Illustration	Art 72 Digital Photogra phy	Art 79 Typographic Design	Art 81 Typography & Layout	Art 22 Painting	Art 87 Web Design	Art 56 Graphic Design History	Art 82 Illustr ation	Art 90 Graphi Design Project	Art 91 Portfolio Seminar
<p><b>Program GOAL 2</b> To foster the development of <b>technologically literate visual communicators</b> who understand the use of traditional tools and new technology in support of their professional and academic career. To promote the development of <b>information literacy</b>. To develop the ability to demonstrate a measurable degree of competence in the use of computer and the major software packages utilized in print and web design.</p> <p><b>General Education Proficiency GOAL E:</b> Use information technology to support professional and academic careers.</p>															
<b>OUTCOMES</b>															
An understanding of digital technologies and materials, including their roles in the creation, production, and use of visual forms. Use digital tools to create art and design, including software, printing, photography, time-based and interactive media.				I		I	R	I	R		R	R	R	E	E
Use of traditional tools to create art and design, including various media for drawing, painting, collage, scratchboard, etc.		I	I							I			E	E	E
Hands-on knowledge of cutting, mounting, pasting, and matting of work for display and presentation.		I	I				R	R					E	E	E
Expressive use of color and texture, modeling with light and shadow, understanding linear perspective.		I	I			R				E			E		

Appendix D3

**DIGITAL ARTS Graphic Design Option Program Goals and Outcomes (Goal 3)**

I=Introduce R=Reinforce E=Emphasize	1st Semester				2nd Semester				3rd Semester				4th Semester			
	Art 11 Art Survey	Art 15 Design Basics	Art 21 Drawing	Art 84 Digital Imaging	Art 55 Modern Art	Art 86 Digital Illustration	Art 72 Digital Photogra phy	Art 79 Typographic Design	Art 81 Typography & Layout	Art 22 Painting	Art 87 Web Design	Art 56 Graphic Design History	Art 82 Illustr ation	Art 90 Graphi Design Project	Art 91 Portfolio Seminar	
<p><b>Program GOAL 3</b> To prepare students with the ability to use <b>reasoning and analysis</b> to research, analyze and evaluate visual communications according to the needs of its audience.</p> <p><b>General Education Proficiency GOAL B:</b> Use abstract reasoning, including the ability to analyze, interpret, evaluate and integrate information; apply the results; and formulate and solve problems</p>																
<b>OUTCOMES</b>																
Show understanding of type as a vehicle of communication. Demonstrate the ability to create legible layouts to facilitate access to information.							I		I	R		R			E	E
Apply the basic principles of design: visual organization, composition, information hierarchy, in typographic design and compositions.		I					I		R	R		R			E	E
Use typography as an element of design to address narrative, or other expressive needs.							I		I	R		R			E	E

Appendix D4

**DIGITAL ARTS Graphic Design Option Program Goals and Outcomes (Goals 4 & 5)**

I=Introduce R=Reinforce E=Emphasize	1st Semester				2nd Semester				3rd Semester				4th Semester		
	Art 11 Art Survey	Art 15 Design Basics	Art 21 Drawing	Art 84 Digital Imaging	Art 55 Modern Art	Art 86 Digital Illustration	Art 72 Digital Photogra phy	Art 79 Typographic Design	Art 81 Typography & Layout	Art 22 Painting	Art 87 Web Design	Art 56 Graphic Design History	Art 82 Illustr ation	Art 90 Graphi Design Project	Art 91 Portfolio Seminar
<p><b>Program GOAL 4</b> To become familiar with the major achievements in the history of art/design and typography, including the works and intentions of leading artists/designers in the past and present.</p> <p><b>General Education Proficiency GOAL A:</b> Communication: Use reading, writing listening and speaking to research, interpret, and communicate information in these areas.</p>															
<b>OUTCOMES</b>															
Evaluate works of art/design critically.	I	I			R		I	I	R			E	E	E	E
Understand the common elements and vocabulary of Art & Design.	I	I			R			I	R		R	E	E	E	E
Place works of Art/Design in a historical context.	I				R		I	I				E	E	E	E
Understand the influence of history & culture on the creative process.	I				R		I	I/R	R			E	E	E	E
<p><b>Program GOAL 5</b> To promote professional growth and development through the use of dynamic self-reflection. To develop in students the ability to examine and critique personal work and values in order to be able to become self-developing in their college and professional careers.</p> <p><b>General Education Proficiency GOAL F:</b> Use continued self-development to examine personal values and civic responsibilities. Navigate college and career requirements with academic personal, and professional integrity and accountability.</p>															
<b>OUTCOMES</b>															
Analyze works of art perceptively.	I			I	E	I	I/R	I	R	E		E	R	E	E

## Appendix A

• Select from AST 11 or 12, BIO 11, 18, 21 or 22, CHM 10, 11 or 17, ENV 11, ESE 11, 12 or 13, PHY 10 or 11.