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| California State University, FresnoCollege of Arts and Humanities**Department of Art and Design****BFA in Graphic Design**Martin Valencia (GD) and Matt Hopson-Walker (Department) |
| **Student Outcomes Assessment Plan (SOAP)** |
| Mission Statement |
| The Department of Art and Design provides the skills and understanding, humanistic values and cultural awareness that form the foundation of knowledge in the visual arts. The department offers programs in fine and applied areas of visual art and design that engage students in inquiry and discovery. These programs help prepare students to be artists, historians of art, designers, educators, and informed and thoughtful citizens in the community and in a global society.To accomplish this mission, the department sets several goals for itself. First, it teaches mastery of the tools, techniques, and concepts necessary to produce art and design work. Secondly, the department teaches understanding of the history of art and the appreciation of diverse cultures. Third, the department teaches methods of inquiry and critical thinking that engage students with contemporary ideas in art and foster understanding of what is significant and worthy of effort in a humanities-centered program in art. Fourth, the department offers programs in education and exhibition that help illuminate and develop the experience of art and design in the community. |

## Institutional Learning Outcomes, Program Learning Outcomes/Goals, and SLO’s [a,b,c]

#### **Goals and Learning Outcomes specific to the Graphic Design**

In addition to the Goals and Learning Outcomes common to all Bachelor of Arts Degree set above, the student electing to study graphic Design must develop competencies specific to this area of study.

**(GD): Graphic Design Goals**

**GD1. To analyze, comprehend and evaluate the principles, theories and applications of graphic design. (THEORIES & PRINCIPLES ASPECT)**

GD Learning Outcomes (GDLO)

Students should be able to:

GDO1.1    Identify, define and apply traditional and contemporary principles of art and graphic design.

GDO1.2    Identify, define and apply traditional and contemporary theories of graphic design.

**GD2. To demonstrate the capacity and ability to be a critical, creative visual thinker and to synthesize and apply processes, skills in the evaluation and application of graphic design. (CREATIVE & APPLICATION ASPECT)**

GD Learning Outcomes (GDLO)

Students should be able to:

GDO2.1    Identify, evaluate, and apply traditional and contemporary techniques and processes professionally in typography, illustration and interactive multimedia design, including printing processes.

GDO2.2    Identify and demonstrate comprehension and application of the fundamental terminology, tools and materials of graphic design.

GDO2.3    Identify, evaluate and apply creative processes for designing graphic design.

**GD3. Analyze and synthesize social, cultural, historical and critical issues of graphic design. (SOCIETAL & CULTURAL ASPECT)**

GD Learning Outcomes (GDLO)

Students should be able to:

GDO3.1    Identify, articulate and apply social, cultural, and historical context to graphic design.

GDO3.2    Identify, evaluate and apply critical societal issues ~~of our society~~ in designing graphic design.

**GD4. Demonstrate basic knowledge of technological developments and application in graphic design. (TECHNOLOGICAL ASPECT)**

GD Learning Outcomes (GDLO)

Students should be able to:

GDO4.1    Identify, define and apply technological methods and processes in graphic design including typography, illustration and interactive multimedia design.

**III. OUTCOMES AND ASSESSMENTS**

**(GD): Graphic Design Goals**

**GD1. To analyze, comprehend and evaluate the principles, theories and applications of graphic design. (THEORIES & PRINCIPLES ASPECT)**

**GD2. To demonstrate the capacity and ability to be a critical, creative visual thinker and to synthesize and apply processes, skills in the evaluation and application of graphic design. (CREATIVE & APPLICATION ASPECT)**

**GD3. Analyze and synthesize social, cultural, historical and critical issues of graphic design. (SOCIETAL & CULTURAL ASPECT)**

**GD4. Demonstrate basic knowledge of technological developments and application in graphic design. (TECHNOLOGICAL ASPECT)**

## Curriculum Map [d]: Courses in which SLO’s are addressed and evaluated

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Outcome**  | **Course** | **Level** | **Method**  | **Measures** |
| **Number**  | **Number**  | **I = Introduced**  | **of**  | **Completed**  |
|  |  | **R = Reinforced**  | **Assessment**  |  |
|  |  | **A = Advanced**  |  |  |
| CG1, CG3, AG1-3 | ARTH 10 | **I, R** | Essays, Exams |  |
|  | ARTH 11 | **I, R** | Essays, Exams |  |
|   | ARTH 120 | **R, A** | Essays, Exams, Research Papers |  |
|   | ARTH 122 | **I, R, A** | Essays, Exams, Research Papers |  |
|  | ARTH 124 | **I, R, A** | Essays, Exams, Research Papers |  |
|  | ARTH 126 | **I, R, A** | Essays, Exams, Research Papers | **X** |
|  | ARTH 131 | **R, A** | Essays, Exams, Research Papers |  |
|   | ARTH 132 | **R, A** | Essays, Exams, Research Papers |  |
|  | ARTH 134 | **R, A** | Essays, Exams, Research Papers | **X** |
|  | ARTH 136 | **R, A** | Essays, Exams, Research Papers |  |
|   | ARTH 160 | **R, A** | Essays, Exams, Research Papers | **X** |
|   | ARTH 170 | **R, A** | Essays, Exams, Research Papers |  |
|   | ARTH 173 | **R, A** | Essays, Exams, Research Papers |   |
|  | ARTH 175 | **R, A** | Essays, Exams, Research Papers |  |
|  |  |  |  |  |
| CG1, CG3, AG1-3 | Art 1 | **I** | Exams |  |
| CG1-5 AG1-5 | Art 13 | **I** | Projects, Essay, Critiques |  |
|   | Art 20 | **I** | Projects, Essay, Critiques | **X** |
|  | Art 21 | **I** | Projects, Essay, Critiques | **X** |
|  | Art 24 | **I** | Projects, Critiques |  |
|   | Art 25 | **I** | Projects, Critiques |  |
|   | Art 26 | **I** | Projects, Critiques | **X** |
|   | Art 27 | **I** | Projects, Critiques |   |
|  | Art 30 | **I** | Projects, Critiques | **X** |
|  | Art 37 | **I** | Projects, Critiques, PORTFOLIO | **X** |
|  | Art 40 | **I** | Projects, Critiques |  |
|   | Art 50 | **I** | Projects, Critiques | **X** |
|  | Art 60 | **I** | Projects, Critiques |  |
|  | Art 80 | **I, R** | Projects, Critiques |  |
|  | Art 101 | **I,R** | Projects, Critiques |  |
|   | Art 102 | **I,R** | Projects, Critiques |  |
|   | Art 107 | **I,R** | Projects, Critiques |  |
|  | Art 112 | **I, R** | Projects, Critiques |  |
|   | **Art 113** | **I, R** | Projects, Critiques |  |
|  | Art 116 | **I,R** | Projects, Critiques |  |
|  | Art 180 | **I, R, A** | Projects, Critiques |  |
|  | **Art 120** | **I, R, A** | Projects, Critiques |  |
|  | Art 121 | **I, R, A** | Projects, Critiques |  |
|  | Art 125 | **I, R, A** | Projects, Critiques |  |
|   | Art 126 | **I, R, A** | Projects, Critiques |  |
|   | Art 127 | **I, R, A** | Projects, Critiques |  |
|   | Art 130 | **I, R, A** | Projects, Critiques |   |
|  | Art 133 | **I, R, A** | Projects, Critiques |  |
|  | Art 140 | **I, R, A** | Projects, Critiques |  |
|  | Art 141 | **I, R, A** | Projects, Critiques |  |
|   | Art 152 | **I, R, A** | Projects, Critiques |  |
|  | Art 153 | **R, A** | Projects, Critiques |  |
|  | Art 155 | **I, R, A** | Projects, Critiques |  |
|   | Art 160 | **R, A** | Projects, Critiques |  |
|   | Art 161 | **R, A** | Projects, Critiques |  |
|   | Art 165 | **I, R, A** | Projects, Critiques |   |
|  | Art 166 | **I, R, A** | Critiques / Presentations |  |
|  | Art 170 | **R, A** | Projects, Critiques |  |
|  | Art 171 | **R, A** | Projects, Critiques |  |
|   | Art 179 | **I, R, A** | Projects, Critiques, Portfolio |  |
|  | Art 182 | **R, A** | Projects, Critiques |  |
|  | Art 183 | **R, A** | Projects, Critiques |  |
|  |  |  |   |  |
| CG1-5 AG1-5 | GD 35 | **I, R** | Projects, Critiques, Portfolio | **X** |
|   | GD 37 | **I** | Projects, Critiques |  |
|  | GD 39 | **I** | Projects, Critiques |  |
|   | GD 41 | **I** | Projects, Critiques |  |
|   | **GD 42** | **I, R** | Projects, Critiques |  |
|   | GD 50 | **I** | Projects, Critiques |  |
|  | **GD 60** | **I** | Projects, Critiques |  |
|  | GD 135 | **I, R** | Projects, Critiques |  |
|  | GD 150 | **I, R** | Projects, Critiques |  |
|  | GD 163 | **R, A** | Projects, Critiques |  |
|  | **GD 165** | **I, R, A** | Projects, Critiques |  |
|   | GD 170 | **R, A** | Projects, Critiques |  |
|   | **GD 174** | **R, A** | Projects, Critiques | **X** |
|   | GD 178 | **R, A** | Projects, Critiques, Portfolio |  |
|  | GD 179 | **A** | Projects, Critiques, Portfolio | **X** |
|  | GD 180 | **A** | Projects, Critiques, Portfolio | **X** |

## SLO’s Mapped to Assessment Measures and Methods [e]

|  |  |  |
| --- | --- | --- |
| **Year** | **Measure Method** | **Outcomes to be Measured**  |
| 2020-2021 | Employ Scoring Rubric for Art and Art History courses, Portfolio in BFA Continuation | CG 1 & 4AG 1  |
| 2021-2022 | Employ Scoring Rubric for Art and Art History courses, Portfolio in Art 37 and GD35 | CG 2 & 3AG 3 |
| 2022-2023 | Employ Scoring Rubric for Art and Art History courses, Portfolio in Art 37 and GD35 | CG 1 & 5AG 3 |
| 2023-2024 | Employ Scoring Rubric for Art and Art History courses, Portfolio in Art 37 and GD35 | CG 1 & 4AG 4 |
| 2024-2025 | Employ Scoring Rubric for Art and Art History courses, Portfolio in Art 37 and GD35 | CG 2 & 3AG 5 |

## Assessment Measures: Description of Assignment and Method (rubric, criteria, etc.) used to evaluate the assignment [f]

* 1. Direct Measures (Department/Program must use a minimum of three different direct measures)

1. Portfolio

2.Projects

3.Essays, Exams

* 1. Indirect Measures (Department/Program must use a minimum of one indirect measure)

1. Alumni and Employer survey

## Assessment Schedule/Timeline [g]

|  |  |  |
| --- | --- | --- |
| **Year** | **Measure Method** | **Outcomes to be Measured**  |
| 2020-2021 | Portfolio Review for BFA continuation students | CG 1 & 4AG 1  |
| 2020-2021 | EXIT Portfolio Review for BFA students | All Goals and Outcomes |
| 2021-2022 | Portfolio Review for BFA continuation students | CG 1 & 5AG 3 |
| 2021-2022 | EXIT Portfolio Review for BFA students | All Goals and Outcomes |
| 2022-2023 | Portfolio Review for BFA continuation students | CG 2 & 3AG 5 |
| 2022-2023 | EXIT Portfolio Review for BFA students | All Goals and Outcomes |
| 2023-2024 | Portfolio Review for BFA continuation students | CG 2 & 3AG 5 |
| 2023-2024 | EXIT Portfolio Review for BFA students | All Goals and Outcomes |

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| Closing the Loop [h,j,k]  |
| **Fresno State Closing the Loop process is described immediately below.** |
| A major assessment report, which focuses on assessment activities carried out the previous academic year, is submitted in September of each academic year and evaluated by the Learning Assessment Team and Director of Assessment at Fresno State. |
| Program/Department Closing the Loop process:Every Spring semester, the BFA in GD faculty will review and analyze the exit portfolio and present their annual assessment report to the University. |