

# DESIGN: Communication Design BFA Assessment Plan

October 4, 2010

Student Learning Objectives	Courses Contributing to Achievement of Objectives	Assignments That Provide Evidence of Achievement of Objectives	Measures/Criteria/Rubrics of Student Achievement of Goals/Objectives	Time Table	Changes Planned/Made Based on Assessment Findings
<b>Ideation:</b> Identify analyze and solve communication design problems	DES 473, DES 479, DES 480, DES 475	Projects produced by graduating seniors	Senior portfolio and/or exhibition	2011	
<b>Research:</b> Understand audiences and the particular demographic.	DES 473, DES 479, DES 480, DES 475	Projects produced by graduating seniors	Senior portfolio and/or exhibition	2011	
<b>Design:</b> Create visual form and meaningful images to solve communication design problems, including an understanding of composition, information hierarchy, and symbols.	DES 473, DES 479, DES 480	Projects produced by graduating seniors	Senior portfolio and/or exhibition	2011	
<b>Craft:</b> Understand tools and technology and their roles in the creation, reproduction and distribution of visual messages.	DES 473, DES 479, DES 480,	Projects produced by graduating seniors	Senior portfolio and/or exhibition	2011	
<b>Historical Perspective:</b> Understand design history, theory and criticism	DES314	Critical analysis of art and design theory by juniors	Essay, final exams, journals in DES 314	2011	
<b>Business Practice:</b> Understand basic business practices, including the ability to organize design projects and to work as a productive member of a team.	DES 414 Des 475	Projects produced by graduating seniors		2011	
<b>Professional Practice:</b> Demonstration of a sophisticated design aesthetic through completion of a final exhibition of creative work and professional portfolio.	DES 473, DES 414 Des 475	Projects produced, portfolio	Senior portfolio and/or exhibition	2013	

## Communication Design Assessment Rubric

Student Learning Objectives	Exceeds Standard	Meets Standard	Approaches Standard	Below Standard
<b>Ideation:</b> Demonstrate a mastery of imaginative and creative solving abilities.	Work exhibits a mastery of imaginative and creative solving abilities.	Work exhibits an above average mastery of imaginative and creative solving abilities.	Work exhibits a basic mastery of imaginative and creative solving abilities.	Work exhibits a lack of basic mastery of imaginative and creative solving abilities.
<b>Research:</b> Demonstrate a mastery of research methodology in audience and demographic identification.	Work exhibits a mastery in research methodology of audience and demographic	Work exhibits an above average mastery in research methodology of audience and	Work exhibits a basic mastery in research methodology of audience and	Work exhibits a lack of basic mastery in research methodology of audience and

	identification.	demographic identification.	demographic identification.	demographic identification.
<b>Design:</b> Demonstrate a mastery of the elements and principles of design.	Work exhibits a mastery of the elements and principles of design.	Work exhibits an above average mastery of the elements and principles of design.	Work exhibits a basic mastery of the elements and principles of design.	Work exhibits a lack of basic mastery of the elements and principles of design.
<b>Craft:</b> Demonstrate a mastery of the tools and technology used in the profession.	Work exhibits a mastery of the tools and technology used in the profession.	Work exhibits an above average mastery of the tools and technology used in the profession.	Work exhibits a basic mastery of the tools and technology used in the profession.	Work exhibits a lack of basic mastery of the tools and technology used in the profession.
<b>Historical Perspective:</b> Demonstrate an understanding of the field of communication design and its relationship to art history and society including contemporary perspectives.	The student has a very good understanding of the communication design field and its relationship to art history and society including contemporary perspectives.	The student has an average knowledge of the communication design field and its relationship to art history and society including contemporary perspectives..	The student has a cursory knowledge of the communication design field and its relationship to art history and society including contemporary perspectives.	The student has a lack of understanding of the communication design field and its relationship to art history and society including contemporary perspectives.
<b>Business Practice:</b> Understand basic business practices including the ability to organize design projects and work as a productive member of a team	Student has a very good understanding of basic business practices including the ability to organize design projects and work as a productive member of a team.	Student has a average understanding of basic business practices including the ability to organize design projects and work as a productive member of a team.	Student has a cursory understanding of basic business practices including the ability to organize design projects and work as a productive member of a team.	Student lacks an understanding basic business practices including the ability to organize design projects and work as a productive member of a team.
<b>Professional Practice:</b> Demonstrate a sophisticated design aesthetic related to a final exhibition or portfolio.	The student has a sophisticated design aesthetic related to a final exhibition or portfolio.	The student has a developed design Aesthetic related to a final exhibition or portfolio.	The student has a somewhat developed design aesthetic related to a final exhibition or portfolio.	The student lacks a design aesthetic related to a final exhibition or portfolio.