

## Academic Learning Compact

**Degree Program: *Graphic Design (BS) (CIP Code 50.0409)***

Intended Program Student Learning Outcomes	Direct and Indirect Measures	
	Direct Method of Assessment	Indirect Method of Assessment
<b>Outcome 1: [Communication Skills]</b> Students will demonstrate the ability to effectively communicate conceptual ideas, strategies, and design concepts when analyzing personal work and/or the work of others.	<u><b>Direct Measure(s)</b></u> Grading with criteria or rubric	<u><b>Indirect Measure(s)</b></u> External examiners/peer review
<b>Outcome 2: [Critical Thinking Skills]</b> Students will demonstrate the ability to conceptualize ideas, strategies and design concepts when analyzing personal work and/or the work of others.	<u><b>Direct Measure(s)</b></u> Research Paper/Proposal	<u><b>Indirect Measure(s)</b></u> Course-embedded assessment
<b>Outcome 3: [Content/Discipline Knowledge and Skills]</b> Students will utilize the latest technology tools and instruction to demonstrate their ability to organize and exhibit their work in a creative and inspirational learning environment.	<u><b>Direct Measure(s)</b></u> Internal/external juried review of performances and exhibitions	<u><b>Indirect Measure(s)</b></u> Exit Survey
<b>Outcome 4: [Content/Discipline Knowledge and Skills]</b> Students will demonstrate understanding of principles of design with a clear and distinct connection with key subject areas: concept, color theory, layout, and overall design.	<u><b>Direct Measure(s)</b></u> <ul style="list-style-type: none"> <li>• Course-embedded assessment</li> <li>• Grading with criteria or rubric</li> </ul>	<u><b>Indirect Measure(s)</b></u> N/A
<b>Outcome 5: [Content/Discipline Knowledge and Skills]</b> Students will demonstrate ethical values through research and presentation of Plagiarism and Honor Code Conduct in design.	<u><b>Direct Measure(s)</b></u> <ul style="list-style-type: none"> <li>• Course-embedded assessment</li> <li>• Grading with criteria or rubric</li> </ul>	<u><b>Indirect Measure(s)</b></u> N/A
<b>Outcome 6: [Content/Discipline Knowledge and Skills]</b> Students will demonstrate an understanding of graphic design tools and technology, including their roles in the creation, production, and distribution of visual messages.	<u><b>Direct Measure(s)</b></u> Grading with criteria or rubric	<u><b>Indirect Measure(s)</b></u> Exit Survey