Continuous Improvement Plan (CIP) Documentation

Date July 15, 2014 **Name of Administrative or Educational Support Unit:** Graphic Design - AAS
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Mission:

The Graphic Design Program is committed to student success in the visual creative fields. We accomplish this through emphasis on teaching traditional design principles, creative innovation, critical thinking, technical skills and professionalism.

PART I: Might not change from year to year

A. Outcomes(s) Results expected in this department/program	B. Measure(s) The instrument or process used to measure results	C. Target(s) The level of success expected
1. Demonstrate proficiency in application of design principles in resolving visual communication problems.	33.3% - Production of effective visual communication 33.3% - Demonstrate application of strong graphic judgment. 33.3% - Demonstration of well-crafted executions TOTAL – 99.9% See attached for definition of Concept, Communication, Graphic Judgment and Craft.	Passing > 75%
2. Demonstrate proficiency in concept development.	60% - Development of an original solutions to a given problem. 40% - Execute effective application of concept. TOTAL – 100%	Passing > 75%
3. Demonstrate competency in producing technically proficient design solutions for professional projects.	Students will be measured based on industry technical standards for proficiency of the given project(s). Full Proficient = 100% Mostly Proficient = 75% Partially Proficient = 50% Minimally Proficient = 25% Non-Proficient = 0% See attached for definition of Proficient	Passing > 75%
4. Demonstrate proficiency in application of aesthetic judgment.	33.3% - Development of aesthetic concept relative to given problem. 33.3% - Application methodology used to achieve desire aesthetic. 33.3% - Demonstration of well-crafted execution of desired aesthetic. TOTAL = 99.9%	Passing > 75%