Continuous Improvement Plan (CIP) Documentation

Date October 22, 2015 **Name of Administrative or Educational Support Unit:** Communication Design/Graphic Design / ESC - User Experience Design

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Mission:

The Graphic Design Program is committed to student success in the fields of advertising and graphic design. We accomplish this through emphasis on teaching traditional design principles, visual communication, 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. Students demonstrate mastery of design principles applications to resolve complex visual communications problems.	ARTC 2371 User Experience Design & ARTC 2349 Art Direction II PCO 1 Rubric 33.3% - Production of effective visual communication 33.3% - Demonstrate exemplary graphic judgment 33.3% - Demonstrate exemplary craftsmanship Total = 99.9 % See attached for definition of 'Concept,' 'Communication,' Graphic Judgment,' and 'Craftsmanship.'	Passing >75 %
2. Students demonstrate mastery of concept development as applied to complex problems.	ARTC 2371 User Experience Design & ARTC 2349 Art Direction II PCO 2 Rubric 60% - Development of original solutions to a given problem 40% - Execution of concept Total = 100 %	Passing >75 %

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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
3. Students demonstrate technical mastery of media while executing design solutions of professional-level projects.	ARTC 2305 Digital Imaging II or ARTC 2340 Computer Illustration II POCA 3 Rubric Students will be measured based on industry technical standards for execution of given project(s). Exemplary Skilled = 100 % Highly Proficient = 75 % Proficient = 50 % Partially Proficient = 25 % Non- Proficient = 0 % Total = 100 %	Passing >75 %
4. Students demonstrate exemplary aesthetic judgment.	ARTC 2371 User Experience Design & ARTC 2349 Art Direction II PCO 4 Rubric 50% - Development of aesthetic concept relative to given problem 50% - Execution quality to achieve desired aesthetic Total = 100 %	Passing >75 %

Measure Definitions:

- Communication: Refers to the success of a design to express its intended message to designated audience.
- Graphic Judgment: Refers to design decisions made in selection and placement of visual elements.
- Craftsmanship: Refers to the quality of execution.
- Aesthetic Judgment: Refers to design decisions made in reference to the overall quality of appearance.
- Concept: Refers to the overall idea developed to solve a creative problem.

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PCO 1: Rubric - Students demonstrate mastery of design principles applications to resolve complex visual communications problems.					
	0 – Fail: Does Not Meet Criteria	1- Below Average: Needs Significant Improvement to Meet Criteria	2- Average: Need Some Improvement to Meet Criteria	3- Above Average: Meets Criteria	4- Excellent: Meets Criteria and Demonstrates Full Mastery
Visual Communication					
Graphic Design Judgment					
Craftsmanship					
				Total:	/12
					%

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PCO 2: Rubric - Students demonstrate mastery of concept development as applied to complex problems.					
	0% Non-Proficient / Fail: Does Not Meet Criteria	25% Partially Proficient / Below Average: Needs Improvement to Meet Criteria	50% Proficient / Average: Meets Criteria	75% Highly Proficient / Above Average: Meets Criteria and Demonstrates Full Mastery	100% Exemplary: Meets Criteria, Demonstrates Full Mastery and creativity in technique applied
Concept Development X6					
Application of Concept X4					
				Total:	%

PCO 3: Rubric - Students demonstrate technical mastery of media while executing design solutions of professional-level projects.				
0% Non-Proficient / Fail: Does Not Meet Criteria	25% Partially Proficient / Below Average: Needs Improvement to Meet Criteria	50% Proficient / Average: Meets Criteria	75% Highly Proficient / Above Average: Meets Criteria and Demonstrates Full Mastery	100% Exemplary: Meets Criteria, Demonstrates Full Mastery and creativity in technique applied

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PCO 4: Rubric - Students demonstrate exemplary aesthetic judgment.					
	0% Non-Proficient / Fail: Does Not Meet Criteria	25% Partially Proficient / Below Average: Needs Improvement to Meet Criteria	50% Proficient/ Average: Meets Criteria	75% Highly Proficient / Above Average: Meets Criteria and Demonstrates Full Mastery	100% Exemplary: Meets Criteria, Demonstrates Full Mastery and creativity in technique applied
Aesthetic Concept					
Execution					
				Total:	/8
					%