## BFA Graphic Design

## Annual Program Report Template

Year:	2021-2022
Program:	BFA Graphic Design
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## Summary of Continuous Improvement Efforts since Last Report

Provide a brief description of how assessment results have been used for program improvement. Point to a specific example of how an assessment provided the program with data it could use for improvement and what that improvement was, if possible, also show evidence of the improvement. You may look at data from the two previous academic years to support this case.

Fall 2021				
N. Jones	2.75	2	3	2.5
V. Acuna	4	3.5	4	4
B. Lane	4	3.5	4	3.5
Spring 2022				
D. Bell	4	2.5	4	4
P. Eelma	4	3	4	4
T. Cotton	3	2.75	2.75	3
D. Qurb	3.5	3	4	4
V. Lopez	3.5	2.75	3.75	3.5
E Helms	4	3	4	3.5
M. Martinez	3.75	2.5	3	0
Total students	10	10	10	10
# scoring 3 or above	9	5	9	8
%scoring 3 or above	90%	50%	90%	80%

Respond here:

The BFA in Graphic Design program

graphic design artworks, a

written paper, and an oral defense completed in tandem with course ARTS4399, Senior Thesis & Exhibition. This is a rigorous course and capstone completed at the end of the degree program, and is modeled in structure on the MFA thesis, a format that helps students prepare to promote their work or pursue graduate study upon completion. There

to defend the series of works orally;

Achievement Targets were set with the goal that 75% of students will achieve above average results (3 or above on a rubric of 1-4) in each Outcome (see attached rubric).

Results have fluctuated from 100% above average performance in all four Outcomes in 2019-2020; to 80%

technical achievement, and originality, as well as the investigation of subject matter, materials, and content. (see the method and rubric in the Method/Locatio n column.) to initiate and produce an original work of art or solve a graphic design problem.

Excellent (4), Above Average (3), Average (2), Below Average (1), Unacceptable (0))

ensures the		conjunction	following rubric		
bility		with course	(detailed rubric		
to maintain high		ARTS4399,	attached):		
standards and		Senior Thesis &	,		
rigorous quality of		Exhibition.	Outcome 2.)		
education.		(see the	,		
		method and	to analyze the		
		rubric in the	work formally.		
		Method/Locatio			
		n column.)	Excellent (4),		
		,	Above Average		
			(3), Average (2),		
			Below Average		
			(1),		
			Unacceptable		
			(0))		
Goal 3	Outcome 3	All outcomes	This outcome is	75% of students	(2021-2022)
Oral Baboration:	Demonstrate the	for the BFA in	assessed as part	completing the	Exceeded: The
	Ability to Discuss Art	Graphic Design		senior theses	
It is expected that	and Graphic Design	program are	senior thesis	assessment will	
seniors preparing to		assessed by the	capstone	do so with an	
complete the BFA in	Upon completing the		project in	above average	
Graphic Design	program, students will	thesis capstone	conjunction	oral defense	
program will be able	demonstrate the	project, which	with ARTS 4399,	(scoring an	
to articulate their	ability to articulate and	includes	Senior Thesis &	average of 3 or	
work to an audience	defend their ideas	creating a series	Exhibition.	above on our	
convincingly while	about works of art and	of original,	The method is	rubric of 1-4), in	
describing the	design orally,	technically	The method is	which they	
formal, conceptual,	demonstrating their	proficient,	that two faculty form the thesis	logically, dearly,	
historical, and	oral communication skills in a manner	design works	committee and	and effectively	
theoretical aspects to their work. The	consistent with and	investigating particular	independently	verbally describe the formal,	
to their work. The	WIDSIEH WILLIAM	particulai	machemachmi	me normal,	

assess the

presentation of

conceptual, and

aspects of their

theoretical

subject matter;

written paper;

as well as a

standards and rigorous

quality of education.

rationale for this

demonstration of

goal is the

original artworks.
This goal assures
students are
prepared to
articulate their work
in writing and
maintains the

standards and rigorous quality of education.

Department and Professional Standards.

subject matter; as well as a written paper; and an oral defense that is completed in conjunction with course ARTS 4399, Senior Thesis & Exhibition. (see the method and

rubric in the Method/Locatio n column.) assess the

elaboration of their ideas, artistic and conceptual influences, and technical methods in a written paper using the following rubric (detailed rubric attached):

Table 2. Continuous Improvement Results Since Last Report

Stage 4: ACT		
Actions/Goals Based on Data Results	Status	Discussion of Status
*Copy last cycle's actions/goals and report on	C=Complete	If C, describe efforts that led to accomplishment of
progress toward continuous improvement on those	P=Progressing	actions/goals.
here.	N=No Action Taken	If P, provide update on progress made toward
		accomplishing actions/goals and what tasks
		remain
		If N, discuss why action toward accomplishing
		actions/goals has been delayed and what work will
		be initiated toward accomplishment.
Goal for Outcome 1	P	Raising target: Snce the majority of students
Raise target		exceeded the Achievement Target in 2021-2022,

Since the majority of students exceeded the Achievement Target in 2021-2022, our department discussed and decided to raise the benchmark for 2022-2023 from 75% to 78% of students scoring above average (a 3 or above score on our rubric of 1-4).

Raising target: Since the majority of students exceeded the Achievement Target in 2021-2022, our department discussed and decided to raise the benchmark for 2022-