

This plan provides the PLO/SLO assessment plan for AY 2022-2025

Name of the program: **BFA in Graphic Design**

Plan for AY **2022-2023, 2023-2024, 2024-2025**

Expected date of submission **6/30/2022**

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*To ensure NYIT's CPI process meeting MSCHE Standard V: Educational Effectiveness Assessment: Assessment of student learning and achievement demonstrates that the institution's students have accomplished educational goals consistent with their program of study, degree level, the institution's mission, and appropriate expectations for institutions of higher education. In this CPI report, each department is requested to create a three-year assessment/evaluation plan to improve student learning for each degree program. Reports should address the following points:*

**Program's Student Learning Outcome Assessment Plan**

1. PLO: State/update each degree program's learning outcomes. The original PLO are here:  
[http://www.nyit.edu/planning/academic\\_assessment\\_plans\\_reports](http://www.nyit.edu/planning/academic_assessment_plans_reports)

**BFA Graphic Design Program's Student Learning Outcomes**

PLO: Upon successful completion of this degree, students will be able to:

**A. Historical Context**

- Define and explore the journey of art and design through exposure to influential national and global, contemporary and historical works and placed in various cultural, economic and social contexts.

**B. Research and Innovation**

- Apply research outcomes and critical thinking towards the exploration and development of conceptual and innovative designs.

**C. Creative work**

- Familiarize with the principles of the visual organization and the design process.
- Create intriguing visual design solutions, including logos, typography, branding, advertising, packaging, motion graphics,

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interactive and other digital projects while developing a unique, signature style.

### **D. Technologic Tools**

- Get equipped with the most advanced technological tools that empower them to create diverse graphic design projects.
- Familiarize with the latest graphic design applications so they can perform successfully in the industry.

### **E. Professional Practice**

- Identify the relevance of their discipline and prepare to be visual communicators utilizing powerful conceptual, technical, and aesthetic skills.
- Employ professional ethics, develop real-world projects, attend career-oriented events, pursue internships and present to industry professionals.

### **F. Synthesis**

- Create a finished print and online portfolio and a self-promotional package to be used for entry-level positions in specializations in the graphic design industry, including typography, branding, advertising, packaging, motion graphics, and interactive design.
- Develop a body of work that demonstrates individualized artistic expression, technical proficiency, and well-informed conceptual ideas.

2. Matrix: provide/update the assessment matrix that indicate which learning outcomes are assessed in which set of courses. The original matrix is here: [http://www.nyit.edu/planning/academic\\_assessment\\_plans\\_reports](http://www.nyit.edu/planning/academic_assessment_plans_reports)

Program Learning Outcomes	Freshman Year	Sophomore Year	Junior Year	Senior Year
<b>A. Historical Context</b>	ARTH 101			
<b>B. Research and Innovation</b>				ARTG 404 Information Design
<b>C. Creative work</b>		ARTG 302 Typography		
<b>D. Technologic Tools</b>	ARTD 103 Shape and Color			

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<b>E. Professional Practice</b>			ARTG 301 Experience Design
<b>F. Synthesis</b>			ARTG 451 Portfolio

3. **METHOD:** Describe the method of assessment, and measurement instruments (e.g., rubric, exam items, scoring guide for a particular task, supervisor evaluation form, and standardized assessment tool). Note: direct learning outcome assessment is required. Both direct and indirect assessment are strongly recommended.

*Direct measuring instruments include but not limited to: course assignment, portfolios, internships evaluation, capstone course work, thesis, research project, standardized tests, etc.*

*Indirect measuring instruments include but not limited to: Student survey, interview, alumni survey, employer survey, focus group, students' reflection, etc.*

Course	Method of Assessment	Measurement Instruments
<b>ARTH 101</b>	Assignments/Papers	Midterm Exams Final Exams
<b>ARTG 302</b>	Assignments	Final Projects/Presentations
<b>ARTG 301</b>	Assignments	Final Projects/Presentations
<b>ARTD 103</b>	Assignments	Final Projects/Presentations
<b>ARTG 404</b>	Assignments	Final Projects/Presentations
<b>ARTG 451</b>	Assignments/Capstone Coursework Professional Critiques	Evaluation Forms

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4. Timeline of the PLO assessment:

Program Learning Outcomes	AY 2022-2023	AY 2023-2024	AY 2024-2025
<b>A. Historical Context</b>	X		
<b>B. Research and Innovation</b>		X	
<b>C. Creative work</b>		X	
<b>D. Technologic Tools</b>	X		
<b>E. Professional Practice</b>			X
<b>F. Synthesis</b>			X

5. Personal responsibilities for implementing the assessment, collecting data and analyzing the results against expected outcomes

Program Learning Outcomes	Courses	Responsibilities	Timeframe
<b>A. Historical Context</b>	ARTH 101	Faculty	Annual reviews
<b>B. Research and Innovation</b>	ARTG 404	Faculty	Annual reviews

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<b>C. Creative work</b>	ARTC 302	Faculty	Annual reviews
<b>D. Technologic Tools</b>	ARTD 103	Faculty	Annual reviews
<b>E. Professional Practice</b>	ARTG 301	Faculty	Annual reviews
<b>F. Synthesis</b>	ARTG 451	Faculty	Annual reviews/Evaluation Forms

### **II. Brief description of how the plan is shared and communicated with all faculty members in the department**

Plans for improvement are shared and discussed among faculty during faculty meetings at the beginning and end of the semester with the presence of representative from the Dean's and Chair's office.

*Last updated 2/11/22*