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

Name of the program: MFA 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

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

   A. Historical Context
   - Explore the journey of aesthetics, art, design and technology through exposure to influential national and global, contemporary and historical works and placed in various cultural, economic and social contexts.

   B. Research and Innovation
   - Conduct advanced research methodologies, investigate case studies, and apply their findings and outcomes towards the exploration and development of conceptual and innovative graphic design projects.
   - Construct a well-developed, elaborate, and sophisticated body of work, along with a comprehensive paper,

covering aesthetic, environmental/social, historical and philosophical issues, within a contemporary art, design and technology context.

C. Creative Work
- Incorporate emerging technologies and media to create original, concept-driven, innovative, and interdisciplinary designs.
- Develop a unique visual voice, and be able to articulate the rationale for their artistic and technical decisions in the fields of branding, web and interactive design, UX/UI, editorial design, App design etc

D. Technologic Tools
- Master advanced technological tools that empower them to create diverse design solutions to immerse successfully in the graphic design industry
- Identify and implement graphic design and production pipeline and methodologies to ensure the smooth and effective planning and completion of complex projects.

E. Professional Practice

- Identify the relevance of visual communications in the marketplace
- Become self-directed and work effectively both as an individual and as a member of an interdisciplinary team.
- Employ professional ethics, develop real-world projects, attend career-oriented events, pursue internships and present to industry professionals.
- Manage all aspects of their career: archiving materials, writing proposals, conducting demographic research, presenting ideas, manage budgets etc

F. Synthesis
- Develop a unique and extensive graphic design body of work with a Thesis project as the main focus, that demonstrates individualized artistic expression, technical proficiency, and well-informed conceptual ideas.
- Create a paper that showcases advanced research, and includes case studies, visual explorations and a powerful rationale to support the selected Thesis topic, using the language of art and design.

- Evaluate research and production outcomes and use critical thinking to analyze and describe artwork effectively within historical, cultural, and stylistic contexts.

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

Program Learning Outcomes	1st Year	2nd Year
A. Historical Context	ARTH 601	
B. Research and Innovation	ARTC 651	
C. Creative work		ARTC 851
D. Technologic Tools	ARTU 862	
E. Professional Practice	ARTB 702	
F. Synthesis		ARTU 872

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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
ARTH 601	Assignments/Papers	Midterm Exams Final Exams
ARTU 862	Assignments/	Final Projects/Presentations
ARTC 851	Assignments	Final Projects/Presentations
ARTB 702	Assignments/Projects/Papers	Final Projects/Supervisors' Evaluations/Students' Reflection
ARTC 651	Assignments//Capstone Coursework Professional Critiques	Final Projects/Presentations
ARTU 872	Assignments/Capstone Coursework Professional Critiques	Evaluation Forms

4. Timeline of the PLO assessment:

Program Learning Outcomes	AY 2022-2023	AY 2023-2024	AY 2024-2025
A. Historical Context	X		

B. **Research and Innovation**		X	
C. **Creative work**			X
D. **Technologic Tools**		X	
E. **Professional Practice**	X		
F. **Synthesis**			X

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

Program Learning Outcomes	Courses	Responsibilities	Timeframe
A. Historical Context	ARTH 601	Faculty	Annual reviews
B. Research and Innovation	ARTC 651	Faculty	Annual reviews
C. Creative work	ARTC 851	Faculty	Annual reviews
D. Technologic Tools	ARTU 862	Faculty	Annual reviews
E. Professional Practice	ARTB 702	Faculty	Annual reviews/ Supervisor Evaluations/Students' Reflection Paper

F. Synthesis	ARTU 872	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