

**Program and Core Objectives Summary**  
**Graphic Design**  
 May 2005

OBJECTIVE TYPE & No.	OBJECTIVE DESCRIPTION	FORMATIVE ASSESSMENT	SUMMATIVE ASSESSMENT
<b>Core 1</b>	Effectively communicate electronically, verbally, and in writing	70% or higher on essay portfolio in ENGL 1113 Freshman Comp I, research paper in ENGL 1213 Freshman Comp II, or persuasive speech in SPCH 1113 Speech	70% or higher on Travel Brochure in Capstone GRD 2696
<b>Core 2</b>	Demonstrate logical, systematic problem-solving techniques	70% or higher on complete set of coursework and exams in any math course	70% or higher on portfolio in Capstone GRD 2696
<b>Core 3</b>	Develop and display a sense of personal, social and professional ethics	70% or higher on Professional Interview/Code of Ethics Analysis during PHIL 1213 Ethics	70% or higher on portfolio and presentation to industry advisors/professionals in Capstone GRD 2696
<b>Core 4</b>	Explain the cultural heritage and primary elements of the history and government of the U.S. and its people, especially as it impacts one's industry or field of study	70% or higher on complete set of coursework and exams in US History to 1865 HIST 1483 or US History from 1865 HIST 1493 or POLS 1113 US Government	70% or higher on Internship assessment GRD 2803
<b>Core 5</b>	Access and use technology appropriate to one's industry or field of study	70% or higher on final skills exam in VIS 1123 Applications of Computers to Visual Communications	70% or higher on portfolio produced with industry relevant hardware and software in Capstone GRD 2696
<b>Program 1</b>	Produce promotional media/campaigns using analysis and research based on psychographic and demographic information	70% or higher on assigned pieces in Ad Design II GRD 2413	70% or higher on portfolio containing promotional or identity campaign in Capstone GRD 2696
<b>Program 2</b>	Develop a working vocabulary of industry specific terms	70% or higher on test over typographic terms and nomenclature in Intro to Typography VIS 1203	70% or higher on oral portfolio in Capstone GRD 2696
<b>Program 3</b>	Demonstrate electronic production skills utilizing a variety of computer platforms, software and peripherals to create professional level projects	70% or higher on Product Bulletin in Production III GRD 2423	70% or higher on Product Bulletin in Capstone GRD 2696
<b>Program 4</b>	Apply and use aesthetic letter spacing and use appropriate typefaces	70% or higher on hand-rendered letterforms assignment in Intro to Typography VIS 1203	70% or higher on portfolio in Capstone GRC 2696
<b>Program 5</b>	Distinguish type origins, history and nomenclature	70% or higher on written exam covering origins, history, and nomenclature in Intro to Typography VIS 1203	70% or higher on comprehensive final exam covering origins, history, and nomenclature in Intro to Typography VIS 1203

*Note: Assessments in yellow areas are conducted in Arts & Sciences. Assessments in gray areas are conducted in Visual Communications.*

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<b>Program 6</b>	Create new type styles and use existing type as a design element	70% or higher on assigned thumbnails and roughs in Intro to Typography VIS 1203	70% or higher on type assignment using a created type style and negative space of the created type style in Intro to Typography VIS 1203
<b>Program 7</b>	Demonstrate concisely controlled hand skill sin the generation of aligned, inked, trimmed, matted, and cleanly positioned elements for print production and presentation	70% or higher on magazine ad in Production II GRD 1333	70% or higher on Travel brochure in Capstone 2696
<b>Program 8</b>	Appraise, compare and evaluate career opportunities	70% or higher on Career Research and evaluation assessment in Cornerstone GTGE 1111	70% or higher on course unit, goals, career planning and interviewing assessment in Capstone GRD 2696
<b>Program 9</b>	Generate projects at a level with attention to fine detail	70% or higher on Time Sheet in Production I VIS 1122	70% or higher on Travel Brochure in Capstone GRD 2696
<b>Program 10</b>	Combine the principles of proportion and perspective to produce realistic visual representations of objects using contour and shade	70% or higher on final drawing using contour and shade in Basic Drawings GRD 1133	70% or higher on portfolio in Capstone GRD 2696
<b>Program 11</b>	Analyze historical art styles/periods and demonstrate their influences on graphic and advertising design	70% or higher on example of advertising in Art History	70% or higher on advertising poster in historic art style in 20 <sup>th</sup> Century Design
<b>Program 12</b>	Work effectively as part of a team	70% or higher on design team identities/ad campaigns in Practicum	70% or higher on design team Creation of group identity/ad campaign
<b>Program 13</b>	Identify and utilize design principles to create design solutions that meet the criteria and needs of the client/project	70% or higher on presentation of icon to fictitious client in Basic Design GRD 1143	70% or higher on portfolio containing logos and small unit designs in Capstone GRD 2696
<b>Program 14</b>	Apply interpersonal and leadership skills that value diversity among people and promote the achievement of personal industry goals	70% or higher on career research project in Cornerstone GTET 1111	70% or higher on goals and career research in Capstone GRD 2696
<b>Program 15</b>	Exemplify the ability to conceptualize, organize, plan and execute design projects, individually or as a team member, meeting specified deadlines	70% or higher on semicomp for luxury cruise in Ad Design I GRD 1213	70% or higher on Travel brochure in Capstone GRD 2696