

2010-11 Program Assessment Update

Department & Program: Art, BFA Visual Communication Design Major

submitted by: Nancy Hathaway, Chair – Art Dept.

1. Student Learning Outcome	2. Strategy or method of measurement	3. Observations gathered from data	4. Actions recommended based on observations	5. Plan and timetable for taking action	6. Overall evaluation of progress on objective
Students will create a cohesive body of work on a level appropriate to entry into both graduate schools and design professions and have the ability to defend their portfolio work both orally and in written statement.	Students complete a BFA thesis project that involves conceptualization, design, production, and presentation. These projects are displayed in an exhibition at the end of their BFA year. Students have quarterly faculty reviews and midterm outside professional reviews; they write project objective statements and must participate in a final oral defense of their projects.	The result of the faculty and outside reviews throughout the academic year keeps the standard of the BFA VCD program in place. Students create a body of work that is appropriate to entry into both graduate schools and professions in the field. Students learn to articulate their ideas both orally and in written form.	No recommendations at this time.	NA	This SLO is still central for the BFA VCD program.