
Mission Statement

The mission of the Graphic Design program at Park University is to prepare students to successfully communicate information and abstract concepts visually. The development of specialized skills in spatial organization, color, visualization, problem solving methodologies, conceptual thinking and the acquisition of digital tool skills, in combination with an excellent liberal arts foundation, will provide graduates of the program with the skills necessary for seeking employment as a graphic designer or pursuing graduate studies.

Program Competencies

- 1 Students will demonstrate in-depth knowledge of both the purpose of graphic design and the range of problem solving applications of the graphic design profession.
- 2 Students will demonstrate knowledge of, and skills in, 2 and 3 dimensional spatial organization, color theory and application, typography, hierarchical organization, contrast and concord, visualization, gestalt and perceptual psychology and semiotics. Students will develop the ability to think critically, abstractly, conceptually and to see, not just look.
- 3 3. Students will develop the ability to think critically, abstractly, conceptually.
- 4 Students will learn to develop successful, repeatable, problem-solving strategies to communicate content to an audience in areas of application such as identity, brand positioning, publication design, editorial design, web and multimedia design, packaging, wayfinding and information architecture. .
- 5 Students will demonstrate skill in both traditional and digital graphic design production tools.
- 6 Students will demonstrate facility in both written and verbal communication skills.
- 7 Students will demonstrate real-world project skills in planning, research, execution, sales, marketing and presentation.

Portfolio(AR428)

The emphasis of this final course (AR428) in the graphic design sequence is the completion of the professional quality computer based graphic design portfolio and further contact with professional design organizations. Real world concepts of portfolio presentation, career networking, emerging technologies and job interviewing are presented.

Attachments

- Core Assessment Rubric for Portfolio—AR428