

Program Mission	Academic Goals	Program Competencies	Course(s) in which Program Competency is covered	Place(s) in which Program Competency is assessed	Tool(s) used to assess Program Competency	Summary of evidence collected	Action(s) taken based on review of assessment evidence
<p>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 program with the skills necessary for seeking employment as a graphic designer or pursuing graduate studies.</p>	<p>Graphic Design program goals are to prepare learners to think critically, communicate effectively and to generate successful commercial and cultural solutions to communication problems.</p>	<p>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.</p> <p>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.</p>	<p>AR218; AR318; AR328; AR329.</p> <p>Introduced in AR202; AR203; and further development in AR318; AR328; AR329; AR428; AR427.</p>	<p>AR497B: Senior Seminar and Exhibition of Graphic Design portfolio.</p> <p>AR497B: Senior Seminar and Exhibition of Graphic Design portfolio.</p>	<p>Final Graphic Design Portfolio and Senior Exhibition will be used as a tool to assess this competency.</p> <p>Final Graphic Design Portfolio and Senior Exhibition will be used as a tool to assess this competency.</p>		

Program Mission	Academic Goals	Program Competencies	Course(s) in which Program Competency is covered	Place(s) in which Program Competency is assessed	Tool(s) used to assess Program Competency	Summary of evidence collected	Action(s) taken based on review of assessment evidence
		<p>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.</p>					
		<p>3. Students will demonstrate skill in both traditional and digital graphic design production tools.</p>	<p>AR218; AR315; AR318; AR328; AR329; AR428; AR427.</p>	<p>AR497B: Senior Seminar and Exhibition of Graphic Design portfolio.</p>	<p>Final Graphic Design Portfolio and Senior Exhibition will be used as a tool to assess this competency.</p>		
		<p>4. Students will demonstrate facility in both written and verbal communication skills.</p>	<p>AR318; AR328; AR329; AR415; AR428; AR497B.</p>	<p>AR497B: Senior Seminar and Exhibition of Graphic Design portfolio.</p>	<p>Final Graphic Design Portfolio and Senior Exhibition will be used as a tool to assess this competency.</p>		

Program Mission	Academic Goals	Program Competencies	Course(s) in which Program Competency is covered	Place(s) in which Program Competency is assessed	Tool(s) used to assess Program Competency	Summary of evidence collected	Action(s) taken based on review of assessment evidence
		5. Students will demonstrate real-world project skills in planning, research, execution, sales, marketing and presentation.	AR315; AR318; AR328; AR329; AR415; AR428; AR427.	AR497B: Senior Seminar and Exhibition of Graphic Design portfolio.	Final Graphic Design Portfolio and Senior Exhibition will be used as a tool to assess this competency.		
		6. Students will create a professional portfolio of their work that demonstrates their skills to potential employers and assists in securing entry level employment as a professional graphic designer.	AR428	AR497B: Senior Seminar and Exhibition of Graphic Design portfolio.	Final Graphic Design Portfolio and Senior Exhibition will be used as a tool to assess this competency.		
		7. Students will demonstrate a knowledge of the history of art with a focus on the history and development of the graphic design profession.	AR215; AR216; AR314.	AR497B: Senior Seminar and Exhibition of Graphic Design portfolio.	Final Graphic Design Portfolio and Senior Exhibition will be used as a tool to assess this competency.		