Bachelor of Fine Arts Degree (BFA)
Graphic Design

PROGRAM LEARNING OBJECTIVES

1. Reading and Written Communication: Students will demonstrate competent writing and reading throughout their programs of study.

2. Oral Communication: Students will demonstrate effective oral communication skills in both general and major-specific contexts.

3. Critical Analysis and Reasoning: Students will use critical analysis and reasoning, supported by knowledge and skills learned throughout their degree programs, to enhance personal and professional decision making:

   - Quantitative analysis and reasoning
   - Analysis and reasoning in the humanities, sciences, social sciences, and arts
   - Ethical analysis and reasoning
   - Reasoning in career-related contexts

4. Knowledge and Skills for Living in a Diverse Society: Students will consider multiple perspectives (quantitative and qualitative, among individuals, from different cultural contexts, etc.) when making decisions independently or as part of a team.

5. Information Literacy: Students will define and articulate their needs for information and access this information effectively and efficiently.

6. Integration of Learning: Students will develop the ability to integrate their learning, making connections within their major, between fields, between curricular and co-curricular activities, and between academic knowledge and practice.

7. Students will design creative solutions for complex graphic design needs with conceptual thinking reflecting innovative graphic design practices connecting theories, tools, and best practices tailored to specific audiences.

8. Students will create a portfolio of practice to illustrate a progression of growth in their personal graphic design methods for different purposes using industry-specific tools, including their role in producing visual messages.

9. Students will critique visual communications work within a specific historical, cultural, and/or commercial context to assess the effectiveness of creative design solutions for specific stakeholders and target audiences.

10. Students will produce communications in a variety of forms tailored to stakeholders' needs at each stage of the graphic design process using the language of the field and appropriate tools to clearly convey ideas.