

*SUNY Potsdam*  
*Student Learning Outcomes Assessment Plan*  
*(Revised 03/01/2013)*

**Department/Program Name:** Graphic Design and Media Arts B.F.A.

**Date Submitted:**

**Academic Year this plan will take effect:** 2016-2017

**Department/Program Mission Statement:**

### **ART DEPARTMENT MISSION**

The mission of the Art Department at SUNY Potsdam is to provide students with a rigorous education in the visual arts while remaining a vibrant part of the college's high quality liberal arts education. The department recognizes a responsibility to studio and art history majors, who are preparing for careers in the visual arts, as well as to non- majors who want to gain an appreciation and personal understanding of the artistic culture in society. Aware of its role as a transmitter of knowledge, a proponent of artistic culture and a creator of art, the Art Department seeks to impart technical, analytical, and critical tools that will serve as resources and will provide lifelong value to the individual.

The goals of the Art Department are:

1. To assist in the development of **critical self-assessment**, using studio critiques and research projects in which students learn to critically assess what they see, defend their views, and recognize fallacies in arguments and reasoning.
2. To provide students with ways and means to **critically interpret and analyze** by researching, discussing, and reflecting on works of art, their history, and their context.
3. To encourage **intellectual and emotional self expression** concurrent with the growth of knowledge, in order that students recognize and apply the theories they have learned in the context of modern society.
4. To help students develop **technical skills** in a broad array of art historical and studio methodologies so as to enable students to achieve high quality results in research, writing, and the creation of self expressive works of art.
5. To provide students with the knowledge and skills to understand and realize visual form through instruction, critique, research and sound studio practice.
6. To provide **historical perspective** to all students concerning the development of art and architecture from antiquity to the present day, as a core resource to all art majors and liberal arts students providing a sense of historical continuity and developing cross cultural awareness.

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The Art Department offers five majors, in Art History, Art Studio, Visual Arts (B.F.A.), Graphic Design and Media Arts (B.A. and B.F.A.), and three minors, in Art History, Art Studio, and Museum Studies. Art Studio majors may complete concentrations in General Studio, Ceramics, Painting, Photography, Printmaking, and Sculpture. To ensure adequate diversity and scope, a balance of courses in all areas is required. Art Studio and Graphic Design majors may also obtain art teacher certification by completing an Art Education Program in collaboration with St. Lawrence University. Numerous related minors are also available, in such fields as Archaeology, Arts Management, Classical Studies, Journalism, and Pre-Creative Arts Therapy.

**B.F.A. in Graphic Design and Media Arts Mission Statement**

The Graphic Design and Media Arts curriculum is designed for students planning careers in graphic design and related fields. A strong foundation in design and media is complemented with a group of electives that allows students to explore their design interests. The program also aims to help students develop high-level abilities in personal artistic expression, critical and analytical skills, and skill in oral communication, research, and writing. A capstone course creates the opportunity to produce in-depth projects that hone students' skills and assists in the preparation of a portfolio. The BFA Thesis offers additional opportunities to create a large body of work for professional development. In addition, students are required to complete an internship with one of the variety of off-campus sites or at one of the many on-campus departments.

**Department Assessment Coordinator or Faculty Member Completing this Form:**

Caroline Downing

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***Intended Student Learning Outcome #1***

*(What do you want students to know and be able to do when they complete the course of study in this major/minor?)*

Students will demonstrate a basic knowledge of Art History.

***Connection to University/Dept Mission/The Potsdam Graduate***

This learning outcome relates to department goal #6.

This learning outcome relates to the following in The Potsdam Graduate:

*Skills*

*Students will demonstrate the ability to locate, evaluate, and effectively use information.*

*Knowledge*

*Students will demonstrate knowledge of the historical method of investigation, including the heritage of Western Civilization and at least one non-Western culture.*

***Measurable Criteria and Assessment Method(s)***

*(What data will be collected and how? What unique assessment activities will be used to measure student achievement? What are our criteria for success? What does it look like when a student can\_\_\_\_\_?)*

Successful completion of two Art History Survey courses with a grade of 2.0 or better

Measurable criteria: periodic tests and research paper

Senior level experience options: 1. Senior Thesis and Exhibition Seminar earning a minimum 2.0 grade; 2. Six-hour internship earning a minimum 2.0 grade; 3. Additional studio course earning a minimum 2.0 grade.

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***Intended Student Learning Outcome #2***

*(What do you want students to know and be able to do when they complete the course of study in this major/minor?)*

Students will demonstrate a basic proficiency in foundational studio areas.

***Connection to University/Dept Mission/The Potsdam Graduate***

This outcome relates to department goals #1 through 5.

This outcome relates to The Potsdam Graduate as follows:

*Experiences*

*Students will experience opportunities to actively engage with the creative process in the arts.*

***Measurable Criteria and Assessment Method(s)***

*(What data will be collected and how? What unique assessment activities will be used to measure student achievement? What are our criteria for success? What does it look like when a student can\_\_\_\_\_?)*

Successful completion of the four foundation courses\* listed below with a minimum 2.0 grade.

ARTS 110	Foundations of Drawing I
ARTS 120	Color and Design
ARTS 130	Three-Dimensional Design
ARTS 211	Drawing II

Assessment is undertaken through regular critiques in class, and is reflected in the grades for the courses.

At the end of the year, faculty in the Art Department view images from each class for assessment purposes, to see if there are areas that need improvement.

\*Note: Since the last Assessment report, the Art faculty have expanded the studio foundation area by two courses, ARTS 130, to give students experience with three-dimensional art, and ARTS 211, as mandated by the SUNY Seamless Transfer initiative.

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***Intended Student Learning Outcome #3***

*(What do you want students to know and be able to do when they complete the course of study in this major/minor?)*

Students will demonstrate a basic knowledge of a specific genre, period, or movement in Art History.

***Connection to University/Dept Mission/The Potsdam Graduate***

This goal relates to department goals # 2 and 6.

This learning outcome relates to the following in The Potsdam Graduate:

*Skills*

*Students will demonstrate the ability to locate, evaluate, and effectively use information.*

*Knowledge*

*Students will demonstrate knowledge of the historical method of investigation, including the heritage of Western Civilization and at least one non-Western culture.*

***Measurable Criteria and Assessment Method(s)***

*(What data will be collected and how? What unique assessment activities will be used to measure student achievement? What are our criteria for success? What does it look like when a student can \_\_\_\_\_?)*

Successful completion of one advanced Art History course and ARTH 464, Foundations of Modern Art with a minimum 2.0 grade.

Grade data from one advanced Art History course and ARTH 464, Foundations of Modern Art course (required for BFA students)

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***Intended Student Learning Outcome #4***

*(What do you want students to know and be able to do when they complete the course of study in this major/minor?)*

Students will be proficient in usage of graphic design and media arts software.

***Connection to University/Dept Mission/The Potsdam Graduate***

This outcome relates to department goals #1 through 5.

This learning outcome relates to the following in The Potsdam Graduate:

*Experiences*

*Students will experience opportunities to actively engage with the creative process in the arts.*

***Measurable Criteria and Assessment Method(s)***

*(What data will be collected and how? What unique assessment activities will be used to measure student achievement? What are our criteria for success? What does it look like when a student can\_\_\_\_\_?)*

Successful completion of two Graphic Design and Media Arts foundation courses and two electives with a minimum 2.0 grade

Assessment is undertaken through regular critiques in class, and is reflected in the grades for the courses.

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***Intended Student Learning Outcome #5***

*(What do you want students to know and be able to do when they complete the course of study in this major/minor?)*

Students will demonstrate a high-level proficiency in either the Graphic Design or the Media Arts track.

***Connection to University/Dept Mission/The Potsdam Graduate***

This outcome relates to department goals #1-5.

This learning outcome relates to the following in The Potsdam Graduate:

*Experiences*

*Students will experience opportunities to actively engage with the creative process in the arts.*

***Measurable Criteria and Assessment Method(s)***

*(What data will be collected and how? What unique assessment activities will be used to measure student achievement? What are our criteria for success? What does it look like when a student can \_\_\_\_\_?)*

Successful completion of a sequence of four studio courses in one area AND either the Graphic Design or the Media Arts Practices and Portfolio course, earning a minimum 2.0 grade in each course

Assessment is undertaken through regular critiques in class, and is reflected in the grades for the courses.

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***Intended Student Learning Outcome #6***

*(What do you want students to know and be able to do when they complete the course of study in this major/minor?)*

Students will demonstrate ability to conduct critical analysis and application.

***Connection to University/Dept Mission/The Potsdam Graduate***

This goal is related to department goals #1 and 2.

This outcome relates to The Potsdam Graduate as follows:

*Skills*

*Students will demonstrate the ability to organize thought and communicate in written and oral form*

*Experiences*

*Students will experience opportunities to actively engage with the creative process in the arts*

***Measurable Criteria and Assessment Method(s)***

*(What data will be collected and how? What unique assessment activities will be used to measure student achievement? What are our criteria for success? What does it look like when a student can\_\_\_\_\_?)*

Students will be assessed by participation in numerous critiques and by applying knowledge acquired in studio courses.

Student-generated writing portfolio will be assessed using rubric.



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***Intended Student Learning Outcome #7***

*(What do you want students to know and be able to do when they complete the course of study in this major/minor?)*

Students will demonstrate understanding of form/content relationship.

***Connection to University/Dept Mission/The Potsdam Graduate***

This goal relates to the department's goal #1, 2, and 5.

This outcome relates to The Potsdam Graduate as follows:

*Skills*

*Students will demonstrate the ability to solve problems by creative synthesis of knowledge.*

*Experiences*

*Students will experience opportunities to actively engage with the creative process in the arts*

***Measurable Criteria and Assessment Method(s)***

*(What data will be collected and how? What unique assessment activities will be used to measure student achievement? What are our criteria for success? What does it look like when a student can\_\_\_\_\_?)*

Students will be assessed on their development from the acquiring of basic studio skills and practices to advanced studio work where ideation and its relationship to final product are achieved.

A student-generated visual portfolio will be assessed using a rubric.

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***Intended Student Learning Outcome #8***

*(What do you want students to know and be able to do when they complete the course of study in this major/minor?)*

Students will demonstrate ability to articulate technical and conceptual issues.

***Connection to University/Dept Mission/The Potsdam Graduate***

This outcome relates to department goal #2.

This outcome relates to The Potsdam Graduate as follows:

*Skills*

*Students will demonstrate the ability to organize thought and communicate in written and oral form.*

*Experiences*

*Students will experience opportunities to actively engage with the creative process in the arts*

***Measurable Criteria and Assessment Method(s)***

*(What data will be collected and how? What unique assessment activities will be used to measure student achievement? What are our criteria for success? What does it look like when a student can \_\_\_\_\_?)*

Achieved by numerous written exercises and oral presentations and critiques in Art Studio and Art History coursework.

A student-generated writing portfolio will be assessed using a rubric.

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**Intended Student Learning Outcome #9**

*(What do you want students to know and be able to do when they complete the course of study in this major/minor?)*

Students will demonstrate basic critical research and writing skills.

**Connection to University/Dept Mission/The Potsdam Graduate**

This outcome relates to department goal #2.

This outcome relates to The Potsdam Graduate as follows:

***Skills***

*Students will demonstrate the ability to organize thought and communicate in written and oral form.*

**Measurable Criteria and Assessment Method(s)**

*(What data will be collected and how? What unique assessment activities will be used to measure student achievement? What are our criteria for success? What does it look like when a student can\_\_\_\_\_?)*

A student-generated writing portfolio will be assessed using a rubric.

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***Intended Student Learning Outcome #10***

*(What do you want students to know and be able to do when they complete the course of study in this major/minor?)*

Students will have an understanding of the history of graphic design and media arts and a familiarity with current trends in the field.

***Connection to University/Dept Mission/The Potsdam Graduate***

This outcome relates to department goals #2 and 4.

This outcome relates to The Potsdam Graduate as follows:

*Knowledge*

*Students will demonstrate knowledge of the historical method of investigation, including knowledge of the heritage of Western Civilization and of at least one non-Western culture.*

*Students will demonstrate knowledge of both historical and contemporary currents in and approaches to literature, arts, and philosophy.*

***Measurable Criteria and Assessment Method(s)***

*(What data will be collected and how? What unique assessment activities will be used to measure student achievement? What are our criteria for success? What does it look like when a student can\_\_\_\_\_?)*

Achieved by numerous written exercises and oral presentations and critiques in Graphic Design and Media Arts and Art History coursework