

# Program Review Executive Summary

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## Art and Design

Majors Reviewed:

- *Graphic Design, B.S.*
- *Advertising Art, A.A.A.*
- *Studio Arts, A.A.*

2015



The Art and Design department began work on the program review for Graphic Design (BGD), Advertising Art (AR), and Studio Arts (SD) during Fall 2014; work continued throughout Spring 2015. The faculty and assistant dean used the program review model based upon Dickeson's (1999) ten criteria for setting academic priorities: history, development, expectations; external demand; internal demand; quality of inputs/processes; quality of outcomes; size, scope, and productivity; revenue and other resources; costs; impact, justification, and overall essentiality; and future--opportunities and recommendations. The initial benchmarks used to measure the program included the program goals for the two-year and four-year degrees and the core curricular standards. The faculty and staff also examined relevant data from the Office of Assessment, Research, & Planning and from national, state, and regional data sources.

The program review process confirmed that both the two- and four-year majors have many strengths. Most notable are the well-trained, creative, and dedicated faculty who get along with and respect each other and who are committed to excellence; strong enrollment, especially in Graphic Design; excellent equipment; talented and capable adjunct pool; positive responses from students who have secured employment; positive responses from employers who have hired graduates; faculty who are student-oriented and working artists with diverse backgrounds; the professional-looking portfolios of graduating students; and a program that prepares talented students to enter the work force.

While there were many strengths identified, there are also weaknesses to be addressed. Among the areas requiring attention are a lack of dedicated workspace for faculty and students; a needed expansion of the computer lab studio, an absence of concentration areas within the BGD degree, and a lack of a dedicated critiquing space.

As the program plans for the future, there are several opportunities that will improve the strength of the program. These include the creation of new minors and/or revisions of current minors; exploration of possible BGD concentrations, and a growing demand for graduates with balanced creative and technological (web and interactive media) skills. Threats to the program's viability include the current economy and, if the demand for our program grows, the potential need for additional space for studio and labs.

## Recommendations

- Continue integrating social media into the curriculum as recommended by the advisory committee. Social media projects have been developed in ART 360, ART 410 and ART 460; a social media minor for graphic design students is being discussed with faculty in Web and Interactive Media.
- Collaborate with the School of Business and Hospitality to develop a marketing concentration for the BGD curriculum.
- Review closely the ART electives and remove those electives that are not being used. Consider adding new ART electives.
- Review the current minors for baccalaureate students to determine if revisions are needed to meet employment needs. Consider concentrations in marketing or web development for the BGD major and explore other areas of concentration that would be appropriate for that degree. Also explore the development of a new User Interface minor with the Web and Interactive Media department.
- Explore expanding Campuse Center, Rm 263 into an 18-20 seat Macintosh computer lab that would permit additional sections of PHO 150 Digital Photography.