Academic Learning Compact

Fine Arts - Graphic Design & Digital Media

Program Mission Statement

The Graphic Design and Digital Media program at UNF is a selective, limited-access program that prepares students to create effective design solutions to meet the rapidly expanding visual information and communication needs of a global culture and economy.

The curriculum develops students' understanding of and ability to implement the design process. Instruction in fundamental design principles, theories and techniques as well as historical and cultural contexts is balanced with training in visual and verbal communication, critical thinking, and creative problem solving necessary to the design process. Students learn industry-standard hardware and software in a program that emphasizes the importance of the ability to adapt to emerging technologies and media. The Graphic Design and Digital Media program also offers students opportunities to participate in hands-on, real world learning that transcends the classroom environment, including design projects for local businesses, internships at area design agencies, and study abroad programs that explore design in global contexts.

Faculty in the Graphic Design and Digital Media program are practicing professionals in a range of design specializations, including web design, product design, advertising, animation, corporate branding, publication and film. Graphic Design and Digital Media faculty produce original design work and present and publish their scholarly work and exhibit their creative work nationally and internationally.

The Graphic Design and Digital Media program prepares students for professional practice in a range of design and digital media fields, including publication, web, advertising, corporate identity, motion graphics, and business, as well as for graduate study in the fields of design, digital media, and art.

Student Learning Outcomes

Graduates will be able

Content/Discipline-Specific Knowledge/Skills

- Interpret and ascribe historical and contemporary works in graphic design and digital media.

- Demonstrate mastery or competence in concept development, layout/composition and relevant technology.

- Demonstrate competence in visual and topic area research for a range of design problems that cut across disciplines.

- Produce visual solutions that demonstrate knowledge of industry-standard design tools and technology.

- Produce visual solutions that demonstrate knowledge of design principles, processes, theories and techniques.

Communication Skills

- Discuss the conceptual basis of their work and effectively communicate the main ideas.

- Use graphic design and digital media terminology, to convey concepts both verbally and visually.

- Produce visual solutions in response to communication goals and target audiences.

- Articulate orally the intent, process, and context of design works.

- Articulate in writing the intent, process, and context of design works.

Critical Thinking Skills

- Utilize design process and problem-solving skills to enhance creative thinking.

- Consider, analyze, and respect values and ideas transmitted in the photographic arts that are difficult, challenging and controversial.

- Make and respond productively to critical judgments and reflections about works of art/design in the process of critique.

- Curate and produce a portfolio comprising a coherent body of original works that aligns with career aspirations.

Assessment Approaches

Student learning in the Graphic Design and Digital Media program is assessed in three areas: 1) disciplinary knowledge and skills; 2) communication skills; 3) critical thinking skills.

Disciplinary Knowledge I and II are assessed in 2000, 3000, and 4000 level courses, through direct assessment of students' mastery of industry-standard tools and technologies and design principles, processes, theories, and techniques. Instruction is based on readings, practical demonstrations and class discussions. Students then produce work designed to demonstrate conceptual and practical understanding of the relevant tools and techniques. The degree of mastery is assessed using appropriate rubrics.

Communication I is assessed in 2000, 3000 and 4000 level courses through direct assessment of the student's ability to visually communicate an idea through works of design. Communication II and III are assessed in 3000 and 4000 level courses through direct assessment of the student's ability to successfully articulate orally and in writing the intent, process, and context of design works. The degree of mastery of visual, oral, and written communication is assessed using appropriate rubrics.

Critical Thinking I is assessed in 3000 and 4000 level courses through indirect assessment of the student's ability to employ appropriate terminology and methods of analysis in the critique of works of design. Critical Thinking II is assessed in the senior capstone through direct assessment of the student's ability to curate and produce a portfolio comprising a coherent body of original works. The ability of students in critical thinking is evaluated using appropriate rubrics.