



UNIVERSITY of WISCONSIN
GREEN BAY

Design Arts | 2016-2017 Assessment Report

1. Please give a brief overview of the assessment data you collected this year.

Area of Assessment: Category 2—Medium and Content

- a. Selection and integration of appropriate medium (print, web, web based video, animation, etc) for content and targeted delivery.
- b. Develop visual and aural narratives that communicate central messages and themes.
- c. Exhibit principles of visual organization, composition, information hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful images.

Assessment is based on the review of student project work, course and internship portfolios along with applied project work such as the design and production of the Voyageur Magazine. This also includes acceptance of student work into the juried student art show and the Annual Student Addie Awards sponsored by the Advertising Federation a national advertising professional organization. The group of students included in this assessment report are general students with 60 or more earned credits, although project assignments from supporting level courses are frequently part of the individual portfolio review. The review included a sampling of all upper level Design courses, 18 portfolios submitted for inclusion in the Annual Juried Student Art Show, the design and production work for the Voyageur Magazine completed in the Spring and Fall semesters and portfolio designs completed in the web design course.

2. How will you use what you've learned from the data that was collected?

Students enrolled in the Design Arts program continue to show an appropriate level of knowledge and ability expressed in their responses to course assignments and applied project work. Project work in the advanced courses (Design 435, 433, 332 and 331 challenges students to identify audience and determine the most effective medium to reach that audience (print, web, video/animated media) and the form that the selected medium should take. Several assignments in the upper-level courses require research into the ethnicity, social and cultural sensitivities in visual communications relating to the design of materials for this purpose. When evaluating student portfolios in the both the Fall and Spring of 2017, students demonstrated an acceptable level of understanding of the need to shape the delivery of visual messages with regards to the medium used and the form that the design would take.

This includes the design of promotional materials for ethnic restaurants, the development of article design for the historical journal Voyageur Magazine and the development of information hierarchies and visual communication material when designing websites and e-publication documents in Design 433. The Design faculty believes that the responses to these

project assignments is commensurate with the amount of instructional preparation available in the Design Arts major. The quality of the responses across the spectrum of students at all levels remains consistent and acceptable.

The work reviewed for the 2016-17 assessment showed improvement in some areas over the previous year's work. The student's ability to identify audience and develop appropriate visual communications design, content hierarchy and structures to support content presentation in the design of print, web and e publication materials was apparent. Faculty consensus was that the group this group of junior and senior level students had stronger design skills and was more motivated in their efforts to develop and refine their course assignments. Performance fluctuations of this sort are common. Overall, our faculty was pleased with the development of the student skillset in this category.