Department: Art

Program Name: Graphic Design

Program Level: Undergraduate

College: Arts and Sciences

Program: Minor

Submitted by: Dan Paulus

Title: Assistant Professor

Contact: dan.paulus@uwrf.edu

Submission Date: November 16, 2017

Program Outcomes

Outcome 1: A graduate with a Minor in Graphic Design will be able to identify and define an acquired broad aesthetic based in historical and contemporary arts and visual literacy, enhancing comprehension and meaning of artwork in relationship to its audience.

Outcome 2: A graduate with a Minor in Graphic Design will possess dexterity and technique in a variety of media and materials, in order to more effectively express artwork to its audience.

Outcome 3: A graduate with a Minor in Graphic Design will be able to exhibit conceptual creativity in the processes of: a. making visual artworks that speaks to the audience. b. generating verbal critique of their work and the work of others. c. writing critically about their work and the work of others.