

Graphic Design Student Achievement

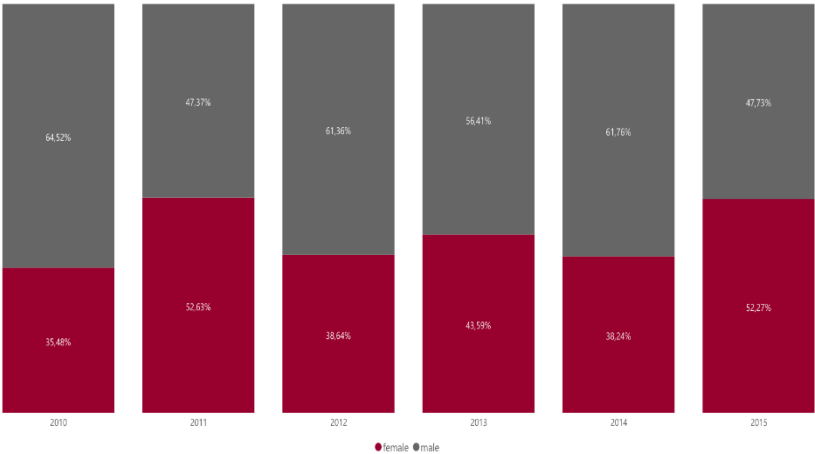
Degree Profile for the Graphic Design program

The graduate of the Graphic Design program at UDLA is a competent professional, an entrepreneur with an international/global vision. He/she is a socially committed person who stresses the importance of ethical principles and values in visual concept development practices.

The UDLA graphic designer integrates theoretical and practical knowledge and skills in the development of visual communication projects for different audiences, employing artistic and digital techniques that are consistent with the evolution of media. The graduate provides artistic direction to comprehensive visual communication projects, based on new design theories and approaches to art direction for audiovisual projects. Further, He/she proposes strategies for new media product management and develops visual communication projects based on the assessment of organizational and contextual needs.

It is expected that the Graphic Designer from UDLA will apply principles of sustainability and social responsibility to professional practice, developing graphic products that promote respect for diversity and cultural values.

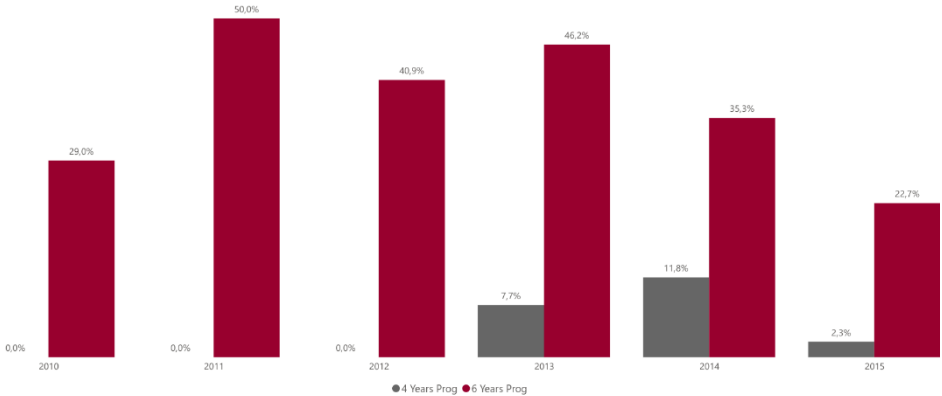
GRADUATION BY GENDER



Retention and graduation rates are calculated through the 2019- 2020 academic year, based on new, first-time students entering in the fall semester, regardless of whether they enroll in the daytime or evening version of their program (if available). These rates do not consider incoming transfer students.

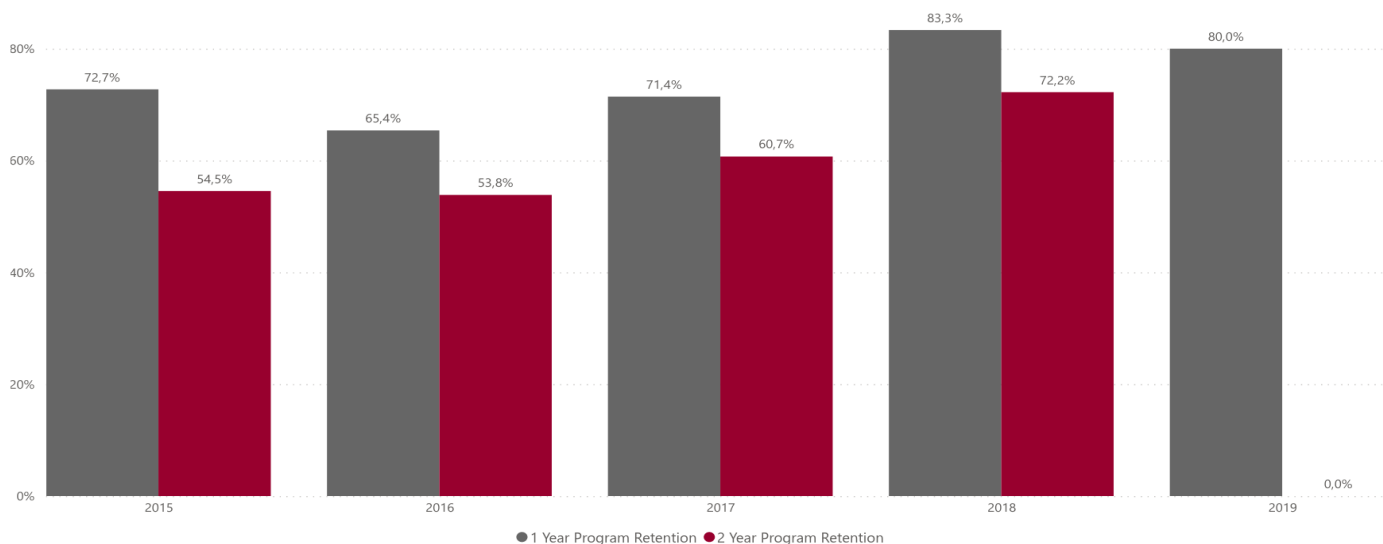
The duration of the Graphic Design program has historically been 4 years (8 semesters). Nevertheless, until Fall 2015, students had to first complete all coursework and then the capstone, which extended the time required to finish the program by at least one semester. Therefore, the graduation rate is calculated according to a duration of 4 years and 150% of that amount. The percentage of graduates in each cohort by gender considers only actual graduates, not the original makeup of the cohort.

GRADUATION



Until fall 2018, Graphic Design was named Graphic and Industrial Design, but as of that period two separate majors—Graphic Design and Product Design—replaced the previous program for newly entering students. The retention and graduation data reflected here are for the previous version of the program, because Graphic Design has been open as a stand-alone program for just one year as of fall 2019.

RETENTION



Program Learning Outcomes

In every semester, the program provides assessment results according to its Multiannual Assessment Plan (MAP), which typically considers one or more of its program learning outcomes (PLOs). Most programs utilize the platform Brightspace to collect and assess student work and to present the data and evidence of student achievement. These results and their analysis, with the objective of identifying areas for improvement, are presented in the program's annual assessment report.

In the graphic below, the most recent period in which a PLO has been assessed is indicated, with the percentage indicating achievement of the expected performance standard for that PLO, according to the rubric used to evaluate the student work. This standard can be designated at an introductory, intermediate, or final level, depending upon how the course learning outcomes (CLOs) align to each PLO in the program's curriculum map.

A graduate of the Graphic Design program will be able to:

1. Integrate theoretical foundations of graphic design in the development of visual communication projects for different audiences.
2. Employ artistic and digital techniques that are consistent with the evolution of media.
3. Provide artistic direction to comprehensive visual communication projects.
4. Investigate new design theories and approaches to art direction for audiovisual projects.
5. Propose strategies for new media product management.
6. Develop visual communication projects based on the assessment of organizational and contextual needs.

