Expected Outcome 1: Oral Communication
Graphic design students will demonstrate competence in oral communication in presentation of work.

Assessment Method 1: Senior Project

Assessment Method Description
Auburn senior graphic design Students are required to verbally present their final projects to their committee of 3 - 5 Graphic Design faculty. One section of the Spring semester cohort is assessed and each student is given a numerical score from 1 - 5 (1=failure, 2=marginal, 3=fair, 4=good, 5=excellent) for the following:

1. Organization of the material to be presented.
2. Articulation of the message in language usage and delivery.
3. Communication of the content of the central message.

Findings

(8) students were assessed and the averages were as follows:

1. organization: 4.38
2. language/delivery: 4.25
3. central message: 4.5

Seniors scored well in all three areas, but the slightly lower average for language/delivery may indicate a need for increased emphasis on practice in classroom settings.

How did you use findings for improvement?

Findings have been used to support a greater emphasis on oral
communication in the form of project presentations, classroom discussions, and class critiques at all levels of the program.

Additional Comments

Expected Outcome 2: Formal Mastery
Graphic design students will demonstrate a mastery of formal skills in the following areas: use of color, hierarchy, and spatial composition.

Assessment Method 1: Senior Project

Assessment Method Description
Auburn graphic design students should be able to demonstrate ability to employ the formal elements and principles of design to successfully communicate their concepts. Each senior project student (GDES 4990) is required to present their final projects to their committee of 3 - 5 Graphic Design faculty. The entire Spring semester cohort is assessed and each student is given a numerical score from 1 - 5 (1=failure, 2=marginal, 3=fair, 4=good, 5=excellent) for the following:

1. Use of color.
2. Hierarchy of elements.
3. Overall layout and spatial composition.

Findings
(17) students were assessed and the averages were as follows:

1. color: 4.29
2. hierarchy: 4.38
3. spatial composition: 4.53

Seniors scored well in all three areas, but the slightly lower average for color may indicate a need for some curricular attention addressing this area.

How did you use findings for improvement?
Since this is a new outcome for 2013-14, findings have not yet been used for improvement, though a slightly greater curricular emphasis on color may be needed in the future.

Additional Comments
**Expected Outcome 3: Technical Mastery**

Graphic design students will demonstrate a mastery of technical skills.

**Assessment Method 1: Senior Project**

**Assessment Method Description**
Auburn graphic design students should be able to demonstrate ability to employ technical skills to successfully communicate their concepts. Each senior project student (GDES 4990) is required to present their final projects to their committee of 3 - 5 Graphic Design faculty. The entire Spring semester cohort is assessed and each student is given a numerical score from 1 - 5 (1=failure, 2=marginal, 3=fair, 4=good, 5=excellent) for the following:

1. Trimming and mounting of project.
2. Construction of mock-ups.
3. Overall digital technique.

**Findings**
(17) students were assessed and the averages were as follows:

1. Trimming and mounting: 4.29
2. Construction: 4.29
3. Digital technique: 4.68

Seniors scored well in all three areas, and were very proficient in their digital technique. This may be at the expense of traditional hand skills, which are necessary, but used less as computers have dominated production in many areas of the field.

**How did you use findings for improvement?**
Since this is a new outcome for 2013-14, findings have not yet been used for improvement. Digital technique will continue to be paramount, but a continued emphasis on traditional hand skills should not, and cannot, be replaced by the computer.

**Additional Comments**