

November 18, 2011

To: Lynn Galbreath Fausone, Graphic Design Committee Chair, Assistant Professor,
Department of Art and Art History
Andrea Eis, Associate Professor and Chair, Department of Art and Art History
Susan Evans, Assistant Professor, Department of Art and Art History

From: Aaron Bird, Chair
University Assessment Committee

Subject: Reply to Bachelor of Arts Major in Graphic Design Proposal Submitted to the UAC
November 2, 2011

The University Assessment Committee (UAC) has reviewed the assessment plan contained within the Proposal for a Bachelor of Arts Major in Graphic Design. The plan contains three direct measures of learning outcomes to be assessed in courses within the proposed degree, as well as an indirect measure that would be administered as an exit survey.

Direct measures in this plan include faculty review of student projects in DES 230, thesis exhibitions in DES 491, and written theses in DES 491. Program student learning outcomes are clearly stated, although as objectives. Assessment rubrics for direct measure of student learning outcomes have been supplied with the proposal. Key dimensions of student work to be evaluated are mapped from the courses where the evaluation will take place to the program student learning outcomes in the supplied Graphic Design Assessment Matrix.

Your plan meets the current NCA criteria for program assessment and has been formally approved by the UAC. Now that your program has an approved assessment plan, you should implement your proposed activities as soon as is feasible. Your first assessment report is due two years after the official implementation of the program, tentatively set for October 15, 2014, with all future assessment reports due on a 2-year cycle. Please consult the OU Assessment website at

www.oakland.edu/oira

for an updated schedule, copies of reporting forms, and copies of forms detailing the criteria the UAC uses to review assessment plans and reports.

If your faculty would like to meet with members of the UAC for more specific comments and assistance, please contact Aaron Bird (bird2@oakland.edu) or Pat Piskulich (ppiskuli@oakland.edu).

For informational purposes, we are sending a copy of this letter to Provost Moudgil, Associate Provost Piskulich, Dean Sudol, and Associate Deans Moore and Stewart.

cc: UAC files

Virinder Moudgil, Vice President for Academic Affairs and Provost
Ronald Sudol, Dean, College of Arts and Sciences
Kathleen Moore, Associate Dean, College of Arts and Sciences
Robert Stewart, Associate Dean, College of Arts and Sciences
Michelle Piskulich, Associate Provost for Academic Affairs