LEARNING OUTCOMES: GRAPHIC DESIGN, BFA

Learning outcomes for the degree of Bachelor of Fine Arts Major in Graphic Design

1. A deep understanding of effective typography and image relationships as used in the graphic design discipline.
2. Ability to realize an idea through an iterative creative making process of refinement.
3. Skills to see, research, organize, and visualize abstract ideas across multiple media.
4. Ability to use and embrace the research methods, frameworks, tools, technologies, and techniques of the graphic design discipline as it evolves.
5. Ability to apply knowledge of perception, cognition, and embodiment.
6. An understanding of the diverse professional, social, and ethical impacts of the graphic design discipline.
7. Understanding the use of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages.