ACADEMIC Program Review
Missouri Valley College

Program: BFA-Graphic Design
Division: Fine Arts
Chair/Dean: Diana Malan
Five-year interval reviewed: 2008-2013
Date submitted: October 1, 2013

Please organize your review by the following topics.

I. Program

A) Mission of the program

The mission of the Department of Graphic Design is to maintain an educational setting that fosters creativity, analytical thinking, and historical analysis of visual imagery across time, media, and cultures. Its goals are consistent with those promoted by Missouri Valley College.

B) Ways in which the program supports Valley’s mission

High Academic Standards: The art department demands academic rigor with a foundation intensive curriculum that is on the same standards as any art department under NASAD accreditation (National Association of Schools of Art and Design)

Low faculty-student ratio: the College’s mission of “guiding students to succeed through personal instruction and intellectual inquiry” is meet in the low-faculty student ratio allowing close personal interaction, and one-on-one critiques of artwork.

Writing Intensive Courses: Art History 1, 2, and 3 are all writing intensive classes using the WAC principles.

C) Goals of the program

Goal 1. Students in Graphic Design will gain an understanding of the creation, production, and historical reference of art across cultural and media contexts.

Goal 2. Students in Graphic Design will demonstrate competence and technical skill in the use and application of a variety of media and critical judgment.

Goal 3. Students in Graphic Design will develop skills necessary for effective preparation of artwork for public presentation, using a variety of materials and techniques.

Goal 4. Students in Graphic Design will display effective knowledge of visual vocabulary appropriate for careers in the visual arts.
D) Ways in which the program contributes to General Education

AR100 Drawing I (Core III- Section D)
AR112 Computer Assisted Art (Core III- Section D)
AR224 Ceramics 1 (Core III- Section D)
AR250 Art on Location (Core II- Section A)
AR301 Art History 1 (Writing Intensive)
AR 310 Art History 2 (Writing Intensive)
AR345 Painting 2 (Core II- Section E)
AR334 Ceramics 2 (Core II- Section E)
AR335 Graphic Design 2 (Core II- Section E)
AR405 Art History 3 (Writing Intensive)

E) Curriculum

AR100-Drawing I
AR 112 Computer Assisted Art
AR114 Two Dimensional Design
AR120 Photography I
AR212 Drawing II
AR235 Graphic Design I
AR250 Art on Location (elective)
AR301 Art History I
AR310 Art History II
AR315 Illustration
AR316 Printmaking
AR 320 Photography II
AR330 Figure Drawing (elective)
AR331 Painting I
AR335 Graphic Design II
AR337 Animation
AR344 Watercolor (elective)
AR345 Painting II (elective)
AR350 Advanced Studio-Graphic Design 3
AR376/476 Independent Study
AR401 Graphic Design Internship
AR 405 Art History III
AR410 The Business of Art
AR450 Advanced Studio- Graphic Design 4
AR490 Senior Portfolio

F) Degree requirements

Senior Art Majors will submit a portfolio of their work and exhibit their work in conjunction with AR490 Senior Portfolio and Review. The portfolio and exhibit will include an artist statement.
G) Any unique aspects of the program not otherwise addressed

**Student Juries:**

All students pursuing degrees in The Division of Fine Arts are required to participate in yearly Student Juries. This is an opportunity for students to review their artistic background reflecting on what you’ve gained/learned through each experience. There is no grade or credit involved in the Student Jury/critique process – it is, however, part of your required student assessment process which must be completed for approval of graduation. It is an opportunity to get feedback from your faculty, to set goals for yourself, and to learn more about where you are in your development.

Visual Art students will have for review:

* 10 works from class assignments or self-generated projects that fit into their style and thematic conceptual body of work
* A sketchbook
* Unofficial Transcript to check your GPA
* Artist’s Resume (Uploaded on Moodle)
* An Artist Statement (Uploaded on Moodle)

**Attendance Policy:**

Attendance for all classes including class critiques is mandatory. MWF students can miss 3 days; TR students can miss 2 days. These are unexcused absences. It is your responsibility to discuss/email all excused absences with your professor prior to the absence. An email stating you are sick does not create an excused absence. Excused absences are approved school events with prior written notification from the student, doctor’s note stating the illness, or a funeral program.

After unexcused absence limit is reached your grade will decline:

(MWF CLASSES)

4 absences = reduction of one letter grade  
5 absences = reduction of two letter grades  
6 or more = class failure

(TR CLASSES)

3 absences = reduction of one letter grade  
4 absences = reduction of two letter grades  
5 or more = class failure

(NIGHT CLASSES)

2 absences = reduction of one letter grade  
3 absences = reduction of two letter grades  
4 or more = class failure
Grading Standards:

A Excellent, professional work. The student has met or exceeded course expectations, showing mastery of course information and skills.

B Good work, above average. The student has met course expectations in a proficient manner, but not as masterful as “A” work.

C Average work. The student has met course expectations at a marginally competent level. Student may have difficulty pursuing an art-related career.

D Inferior quality. Lack of understanding and involvement with course information and skills. Student unlikely to succeed in pursuing an art-related career.

F Failure to complete barest minimum requirements.

Probation:

BFA REVIEW AND PROBATION PROCEDURES FOR THE DEPARTMENT OF VISUAL ART MISSOURI VALLEY COLLEGE

Expectations of Academic Standards

Maintain a 3.0 GPA in all major courses
Maintain an active participation in the larger art community
Demonstrate skills and abilities that will help to gain and maintain a job in an artistic industry
Demonstrate continual growth in artistic skills and talents
Demonstrate leadership qualities that promote a high standard of professionalism
Display development and learning through a professional portfolio presentation or critique each year.

Student Juries

All declared majors will be scheduled a Student Jury once a year, during the spring semester. Dates of the Student Juries will be announced by the Visual Art Faculty via email. Areas of strengths and weaknesses in artistic development, portfolio presentation, and career planning will be highlighted for each student by a panel of faculty and guest artists. Students will display work from their visual art classes as well as work done independently. Students will discuss their artist statement, sketchbook, and career plans. Students will be notified in writing of the Student Jury results and recommendations before the end of the spring semester.

Probation from the Department of Visual Arts

A student may fall into a probation semester if they fail one or more of the following criteria:

The student does not maintain a 3.0 GPA in all Major classes
The student’s cumulative GPA falls below probationary levels:
First year or Freshman status: 1.6
Second year or Sophomore status: 1.8
Third year or Junior status: 2.0  
Fourth year or Senior status: 2.0  
The student does not participate in Student Juries, or fails to show continual growth in artistic skills or talents.  
Students will be notified if they will be placed on probation for the major via a letter from the Visual Art Faculty members, and will be required to meet with the faculty members to discuss their academic performance, receive advice, and to develop a specific plan to resolve future problems. A date for a follow-up meeting will be set to assess student progress.  
If necessary, a student may be placed on probation more than once during their course of study.  
Dismissal from the Department of Visual Arts  
A student will not be dismissed from the Visual Art Department without having first been placed on probation for one semester. The student will be dismissed from the BFA major if, while on probation, the student fails to meet one or more of the expectations to achieve satisfactory progress described above. The student will be notified in writing of the change in his/her major status.  
Appeal Procedures  
A student may appeal any action taken by the Visual Art Department that is based on departmental requirements and policies. A student must appeal in writing to the Division of Fine Arts chair within 30 days of notification of the action taken. The Division chair will determine whether a review is appropriate. If so, a review team, composed of faculty members appointed by the division chair will review the matter and give recommendations to the Chief Academic Officer.  

H) Brief description of the status of the discipline, including emerging issues and trends  
Computer related disciplines such as graphic design, continue to be a high demand, dynamic changing environment with no slowing pace predicted over the next several years. Changes in technology and software integration from print media to interactive apps and web design means constant review of curriculum.  

II. Faculty/Student Information  

1) Current full-time faculty  
(Include an updated vita for each member.)  

Note: Program faculty are those who taught at least one course in the program in the past year. The definition of ‘full-time’ for this table coincides with our standard MVC definition. Include all full-time faculty who taught in the program regardless of their division affiliation.  
Add/delete rows as needed.  

FULL-TIME
2) Current adjunct faculty
Note: Include all adjunct faculty who taught at least one course in the program in the past year regardless of their division affiliation. (No list of names required.)

Number of adjunct: _______3___________

3) Faculty professional development activities

Charity-Mika Woodard’s significant activities in the last five years include: the creation of the Morris Gallery of Contemporary Art in 2011 by writing a proposal, securing alumni donations, and currently serving as Director of the Gallery, MVC campus. (2011-Present) She was also a study abroad professor in New York, *Art on Location: New York* (2013) Florence, Italy *Ninja Turtles: Examining the Culture Significance of Italian Renaissance on Modern Culture*, (2012) and London, England *Watercolor in the Royal Park* (2010). Ms. Woodard served on the Praxis II Test Panel for the state of Missouri (2012), juried the *Sand in the City* Sculpture contest at the Wonderscope Children’s Museum (2010), and created *15 Minutes of Feminism* lecture series while presenting the lecture on *Supergirls: Fighting, Fabulous Females*. (2013) Her paintings were on display in the annual *Take Home A Nude* art show at Sotheby’s Auction House, New York, NY during 2010, 2011, and 2012. She also painted the murals in the J & D Dance studio on the MVC campus. (2009) Charity-Mika Woodard wrote and received Missouri Arts Council grants for the Morris Gallery in 2011, 2012, and 2013. Ms. Woodard served the last three years on the Curriculum Committee, Grievance Committee, and has most recently been promoted to Associate Professor.

Valerie Wedel’s significant activities in the last four years include: *The Tree Who Became a Seed*, Invitational Solo Installation, Orr Street Studios, Columbia, MO (2013); Exhibition Judge, “The Annual Undergraduate Juried Exhibition,” University of Missouri, Columbia, MO (2013); *Shrine to You*, Invitational Solo Installation, William Woods University, Fulton, MO (2012); *Perseverance and Memory: the Late Work of William A. Berry*, an article in “The Eye Behind the Eye: A Tribute to William A. Berry,” St. Mary’s University of Minnesota, Winona, MN (2011); three lectures on *The Art of William A. Berry* at Missouri Valley College; William Woods University, Fulton, MO; and St. Mary’s University of Minnesota, Winona, MN (2011); Set Design for *Falling*, Commissioned by the Missouri Contemporary Ballet, performed at the Missouri Theatre Center for the Arts, Columbia, MO and at Missouri Valley College (2009 & 2011); and *True/False Film Festival*, Lead Venue Designer, Stephens College, Columbia, MO (2010).

Gene Marksbury:
In the last five years Gene Marksbury has served two years on the faculty senate, helped with the development of a Geographical Information Systems minor, helped with the development of a Health Information Systems AAS program as well as serving on the Student Appeals Board and Faculty Grievance Committee. He was also promoted to Associate Professor.

4) Student information this past year

<table>
<thead>
<tr>
<th></th>
<th>Fall</th>
<th>Spring</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Majors</td>
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<tr>
<td>Minors</td>
<td>2</td>
<td>4</td>
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<tr>
<td>Graduating seniors</td>
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<td>0</td>
</tr>
</tbody>
</table>

5) Number of graduates over last five years

- 2008: 3
- 2009: 0
- 2010: 0
- 2011: 2
- 2012: 4
- 2013: 2
- Total: 11

6) Summarize relevant information such as job placement of graduates, student performance on licensure/certification exams, alumni and employer surveys, etc.

The students I have maintained contact with have had great success obtaining employment or acceptance in graduate programs. Recent graduates have found work as graphic designs at Orchemlin's, graphic designer at a screen printing company, or as a freelance photographer.
III. Program Assessment and Planning

1) Student learning outcomes of the program

<table>
<thead>
<tr>
<th>Course</th>
<th>Name of Course</th>
<th>SLO#1 History</th>
<th>SLO#2 Technique</th>
<th>SLO#3 Multicultural</th>
<th>SLO #4 Communication</th>
<th>SLO#5 Career</th>
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</thead>
<tbody>
<tr>
<td>AR100</td>
<td>Drawing 1</td>
<td>X</td>
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<td></td>
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<tr>
<td>AR112</td>
<td>Computer Assisted</td>
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<td>Art</td>
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<tr>
<td>AR114</td>
<td>2D Design</td>
<td>X</td>
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<td></td>
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<td>AR120</td>
<td>Photography 1</td>
<td>X</td>
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<td>Drawing 2</td>
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<td>Graphic Design 1</td>
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<tr>
<td>AR310</td>
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<td>AR331</td>
<td>Painting 1</td>
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<td>AR337</td>
<td>Animation</td>
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<tr>
<td>AR350</td>
<td>Advanced Studio-</td>
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<tr>
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<td>Graphic Design 3</td>
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<td>AR401</td>
<td>Graphic Design</td>
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<td>X</td>
<td>X</td>
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<tr>
<td></td>
<td>Internship</td>
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<tr>
<td>AR405</td>
<td>Art History 3-WI</td>
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<td></td>
<td>X</td>
<td>X</td>
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<tr>
<td>AR410</td>
<td>Business of Art</td>
<td></td>
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<td>X</td>
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<tr>
<td>AR450</td>
<td>Advanced Studio-</td>
<td></td>
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<tr>
<td></td>
<td>Graphic Design 4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>AR490</td>
<td>Senior Portfolio</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>CS 305</td>
<td>Web Design</td>
<td></td>
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</tr>
</tbody>
</table>
2) Means of assessing student learning outcomes

**Yearly Student Assessment Tools:**

1. Annual Student Art Show (SLO #5 Career)
2. Division of Fine Art Annual Student Portfolio Review/Student Juries

Evaluation of the student portfolio includes:

a. 10 works of art (SLO #2 Technique, SLO #3 Multicultural, SLO #1 Historical reference in artwork, and SLO #4 Visual Communication)

b. Artist’s statement (SLO #1 History for movements that are associated with their artwork, SLO #3 Multicultural influences, SLO #4 Written Communication, and SLO #5 Career)

c. Artist’s resume (SLO #4 Communication, and SLO #5 Career)

d. Sketchbook (SLO #2 Technique)

e. Oral rationale of artistic growth (SLO #4 Oral Communication and SLO #5 Career)

**Senior Assessment Tools:**

BFA Solo Student Exhibition/Digital Portfolio and Student Jury Review (SLO #5 Career, plus all SLOs mentioned in the Yearly Assessment Tools)

3) Describe level of achievement of student learning outcomes

Senior students completing the BFA in graphic design achieved the knowledge necessary to meet the Student Learning Outcomes for all 5 of the department’s goals. Some students left the program for personal reasons or found the academic rigor of the program to be more than they had anticipated.

4) Evaluate effectiveness of assessment methods used

Discussion with alumni emphasized the effectiveness of AR490 Senior Portfolio in preparation of gallery contacts or graduate school applications.

5) Summarize improvements made based on the results of the assessment

The Art Faculty decided to change the textbook used for Art History courses to fulfill Student Learning Outcome #3- Multicultural influences in art work.

6) If applicable, brief analysis of grade patterns of courses with high failure rates and/or withdrawals and action plan for student improvement in these courses

It is the opinion of the Art Department faculty there are no classes at this time that fall into this category.
IV. Facilities and Resources

Classrooms are small for a growing department. Room furniture must be moved around by classroom instructors each semester to address many classes in multi-use spaces. Students lack storage space.

Equipment is outdated and needs to be revamped in every area, including: POD studio, darkroom, and an additional Photography light studio.

Graphic Design requires new technologies and upgraded equipment. The computer lab is limited to 8 students because of computers with adequate software.

Personnel are stretched to the point that catalog requirements are the only classes taught in any particular semester.

Library facilities are adequate.

V. Strengths, Weaknesses, Opportunities, and Threats (SWOT)

Strengths, weaknesses, opportunities, and threats that support or impede achievement of program goals

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Faculty with terminal MFA degrees</td>
<td>• Small staff and a need for additional personnel in new-media (Graphic Design, Animation and Apps)</td>
</tr>
<tr>
<td>• Low Student-Faculty ratio</td>
<td>• Limited budget requires using outdated equipment in a room that only holds 8 stations</td>
</tr>
<tr>
<td>• Demand for graduates in the field</td>
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<tr>
<td>• Availabilities for students to work outside of class but in the studio</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
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</thead>
<tbody>
<tr>
<td>• New technologies that change the way communicate</td>
<td>• New technologies further increase the workload as the necessity to keep current is critical</td>
</tr>
<tr>
<td>• A large number of students interested in graphic design related jobs</td>
<td>• Losing faculty due to low salaries, high teaching loads, and high expectations.</td>
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<tr>
<td></td>
<td>• On-line classes may take away from our enrollment and decline artwork quality.</td>
</tr>
</tbody>
</table>
VI. Conclusion and Vision

1) Status of program: growing, static, or declining

Our program is on a growth trend. Since the program began in 2009 we have seen a growth of 10+ majors and more graduates in the Graphic Design program than in the Studio art program.

2) Major strengths/accomplishments of the program over the last five years

The Graphic Design program is a new concentration in the Art Department and was only began 4 years ago. Since it began it has increased in degree requirements from 51 credit hours to the current 60 hour program.

3) Vision statement of what the program members would like the program to be in five years (improvement goals)

We need to analyze the new innovations in graphic design and constantly review our curriculum and graduates successes of finding art related careers.

4) Strategies and resources required for achieving the program vision

Increase the number of majors in the art department (recruiting)
Hire additional faculty members to be able to teach the dramatically growing numbers of students.
Add addition space for the growing numbers of art and design majors.
Bring web-design classes under the art department.
Consider making typography a course in the curriculum.
Purchase video cameras for animation class.
Purchase a large format printer for the POD studio.
Provide opportunities for students to travel to see great works of art and contemporary endeavors in the visual field.

VII. List of individuals who assisted in the completion of this report

Charity-Mika Woodard