

## Mission Statement

## Measures

### Portfolio Review

Learning Outcome

#### Learning Outcome: Portfolio Pieces

Incorporate creative, original design concepts in portfolio  
Effectively communicate design message  
Create an aesthetically pleasing portfolio

▼ **Measure:** Portfolio Review  
*Program level Direct - Portfolio*

Details/Description:	Students will present their portfolios for review by members of the Communication Art and Design Program Advisory Committee.
Acceptable Target:	75% of students will score better than 85%.
Ideal Target:	90% of students will score better than 85%.
Implementation Plan (timeline):	Spring 2020
Key/Responsible Personnel:	Paul Johnson/Andrea White

### Learning Outcome: Portfolio Collection

Display is well organized with 10-12 pieces  
Integrate consistent treatment, display of pieces  
Create a complementary design to personal brand  
Produce high-quality construction, demonstrating craftsmanship

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*Program level Direct - Portfolio*

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Key/Responsible Personnel:	Paul Johnson/Andrea White

### Learning Outcome: Portfolio Presentation

Provide meaningful explanations for design elements including tools used, techniques, and processes  
Demonstrate a thoughtful organization and order to the portfolio

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Implementation Plan	Spring 2020

(timeline):  
Key/Responsible Paul Johnson/Andrea White  
Personnel:

### Learning Outcome: Personal Presentation

Displays professional appearance  
Utilizes appropriate vocabulary, sentence structures, and tone of voice

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