

## COLLEGE OF ART AND DESIGN PROGRAM GOALS AND STUDENT LEARNING OUTCOMES

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## Our Mission

The College of Art and Design is RIT's creative hub where art, design, and technology intersect. From centuries-old and contemporary methods of producing fine art to the latest in digital media, the College of Art and Design possesses a comprehensive selection of majors in disciplines related to visual communication, imaging, and science. If your interests are artistic, creative, and professional, a world of possibilities awaits you here.

The College of Art and Design is a place where the lights are on 24 hours a day, where you can't travel through the halls without pausing — to study an exhibit of photos by your fellow students, marvel at the symmetry of the artisan's bowl rising from a clay-spattered wheel, glance into a computer lab at animation or design projects, or watch graphic media students operate millions of dollars' worth of printing equipment like pros. It's a supportive learning environment, where unparalleled resources, dedicated faculty, and partnerships with industry leaders combine to prepare you for your next big goal.

Here, students have access to specialized studios, labs, and equipment that are among the most complete and current of any university in the world. You'll also learn from faculty who are active professionals and show you how to create, critique, and display your work. It's a place that sets you up to make a difference in your field and the world.

**3D Digital Design (BFA)**

**Program Goal #1: Demonstrate knowledge of Theory and Aesthetics**

- Apply 2D/3D design theory (color, light, motion) to work

**Program Goal #2: Develop professional practice knowledge and skills**

- Demonstrate the process of creating and finishing a project with team on time

**Program Goal #3: Develop an individual style**

- Demonstrate an individual style

**Program Goal #4: Develop technical skills**

- Demonstrate modeling strategies

**Program Goal #5: Meet industry design standards**

- Demonstrate the ability to meet industry design standards

**Film and Animation (BFA)**

**Program Goal #1: Develop proficiency in the craft of motion picture production, including the proper use and application of tools and techniques**

- Operate motion picture related equipment
- Demonstrate knowledge and understanding of techniques associated with filmmaking
- Produce a short motion picture work from concept to final realization

**Program Goal #2: Provide historical, theoretical, and ethical perspectives on all forms of cinema as art, communication and entertainment**

- Analyze how film in various forms relates to culture
- Identify the historical, cultural, and ethical importance of cinematic movements

**Program Goal #3: Develop communication and leadership skills that promote successful collaborations and efficient team dynamics**

- Work with a crew on a film or work with collaborators on an animation project

**Program Goal #4: Develop a creative vision which demonstrates the ability to translate ideas into narrative & abstract concept development for intended work**

- Write and direct a short film/animation

**Program Goal #5: Cultivate the understanding and practice of critical analysis of all forms of cinema**

- Demonstrate an approach to critical analysis of film and animation

**Program Goal #6: Provide perspectives on the potential impact of cinema and the responsibility of the filmmaker**

- Articulate the role of a filmmaker
- Describe the impact of cinema on an audience

**Graphic Design (BFA)**

**Program Goal #1: Introduce and develop formal visual principles, terminology, processes, and competencies**

- Integrate formal visual principles into design solutions
- Implement appropriate design processes and terminology in problem solving.
- Demonstrate professional competencies in design applications

**Program Goal #2: Apply critical thinking skills toward problem identification and definition, concept development, and problem solving in graphic design**

- Develop, implement, and assess innovative systems and methods to solve design problems for various contexts and audiences

**Program Goal #3: Integrate appropriate historical contexts and examples into current graphic design philosophy and practice**

- Define and analyze the history and philosophies of graphic design: people, products, & processes, & the impact on current design solutions

**Program Goal #4: Develop and refine skills in implementing solutions with proper strategies, methods and tools**

- Classify and select appropriate design processes and tools to develop effective design

**Illustration (BFA)**

**Program Goal #1: To prepare students for professional practice or for graduate study as disciplined, critical thinkers in their field**

- Critically appraise their work for entry in juried art venues and events

**Program Goal #2: To instruct students to apply effective visual, verbal, written, and technological literacy skills in their artistic discipline**

- Demonstrate literacy by way of exhibit, effective use of technology, discussion, and written statements

**Program Goal #3: To prepare students to exhibit creative thinking and artistic ability in the field of visual communication to lead the profession in theory and practice**

- Work will show evidence of creative problem-solving and technical knowledge

**Program Goal #4: To provide students with the knowledge to recognize & engage in interconnected, global concepts in a constantly changing & diverse world**

- Visually interpret subject matter of a global interest through their illustrations

**Program Goal #5: To educate students to employ ethical practices, knowledge, and behaviors in the arts professions**

- Apply ethical guidelines and legal methodology to the creation and distribution of their work

**Program Goal #6: To inform students to apply freedom of thought, imagination, and inquiry to make original, unique, innovative contributions to the arts**

- Demonstrate a personalized, stylistic trend in a body of work through the interpretation of subject matter, conceptual process or use of media

**Industrial Design (BFA)**

**Program Goal #1: Utilize graphic visualization, technical drawing, model making and prototype development**

- Create 2D and 3D compositions that follow basic design principles
- Communicate effectively design intent in 2D and 3D formats
- Develop design solutions that integrate form, function and user experience
- Create design solutions to address social, economic and environmental needs

**Program Goal #2: Develop the aesthetic sensitivity, technical competence, social and environmental awareness, and analytical thought to design solutions to address social, economic, environmental and global needs**

- Perform analysis and validation of design solution

**Interior Design (BFA)**

**Program Goal #1: Explore, challenge, and enhance interior design abilities through problem solving**

- Articulate spatial design concepts using appropriate methodology and comprehensive objectives with real or simulated clients

**Program Goal #2: Demonstrate knowledge of historical, stylistic, theoretical, regional and cultural design vocabularies**

- Identify designer's impact on social, cultural, political, environmental and demographic issues

**Program Goal #3: Use materials, techniques and processes used in the built environment with a focus on sustainable design**

- Demonstrate knowledge of means to achieve sustainable design, indoor air quality, health, safety and fire prevention devices
- Select appropriate materials, furnishings and finishes
- Demonstrate knowledge of building systems

**Program Goal #4: Conduct research and analyze information**

- Work both independently and collectively to apply research methods, and analytical development to a design project

**Program Goal #5: Introduce design theory, methodology, formal design elements, typology and necessary technical skills to communicate concepts**

- Demonstrate knowledge of design theory, methodology and necessary technical skills to communicate concepts

**Program Goal #6: Examine business practices, regulations, standards and codes of interior design**

- Integrate business, practice and ethics of interior design
- Apply building codes, regulations, and laws to design



**Medical Illustration (BFA)****Program Goal #1: Science Competencies; biology, human anatomy, and cellular & human physiology, histology, embryology**

- Demonstrate knowledge of general biology, human anatomy, and physiology

**Program Goal #2: Visualize scientific structures, processes, and concepts**

- Visualize and accurately render anatomic, tissue, cellular, and molecular structures; accurately portray form and space
- Illustrate physiological processes and abstract scientific concepts through visual storytelling

**Program Goal #3: Solve complex communication problems using appropriate application of verbal and visual content, realism, symbolism, graphic conventions, and motion or interactive media**

- Select the most appropriate medium for delivery of content to target learners
- Select appropriate level of realism, symbolism, & graphic conventions for optimal delivery of instructional objectives to target learners

**Program Goal #4: Appropriately employ a variety of media and production processes including competent communication with pre-press companies, art directors, and other production professionals**

- Create artwork in a variety of media
- Select the appropriate dimensions, color space, resolution, file format, and other criteria for delivery to client
- Use industry standard terminology when discussing production and output processes

**Program Goal #5: Communicate effectively with clients, subject matter experts, co-workers, supervisors, and vendors in oral and written form**

- Use correct anatomic and medical terminology when discussing scientific content

**Program Goal #6: Demonstrate knowledge of professional and ethical conduct**

- Describe HIPAA regulations regarding the use of patient information
- Follow operating room protocols at affiliated hospitals
- Describe U.S. and international copyright laws and how they apply to the use of reference materials
- Describe copyright infringement and the criteria for determining Fair Use

**Program Goal #7: Demonstrate awareness of established business and management practices**

- Describe standard employment practices in the profession
- Describe business models and taxation of independent illustrators
- Describe pricing strategies and calculate prices for illustration projects
- Create a personal identity package and marketing materials
- Generate sample contracts, licensing agreements, and invoices

**New Media Design (BFA)**

**Program Goal #1: Design Development; understand the research & interaction design principles needed to organize & display information & multimedia content**

- Arrange media, information and user interactions into appropriate interactive structures
- Demonstrate the effectiveness of design solutions through user testing and feedback

**Program Goal #2: Production/Technology; develop skills and an understanding of processes to solve communication problems through the creation of digital imagery and design**

- Demonstrate the ability to create visual media through appropriate software and toolsets while solving communication problems

**Program Goal #3: Communication; identify and analyze the digital communications industry, best practices and individual roles within these collaborative workspaces**

- Integrate comprehensive knowledge of industry markets and roles to projects, personal career objectives and planning

**Program Goal #4: History and Aesthetics/Artistic Development; apply formal design theory, methodology and practice through the examination of contemporary and historical design**

- Integrate design theory and research with applied methodologies to create aesthetically appropriate design solutions

**Program Goal #5: Artistic Development; provide experiential opportunities for innovative multi-disciplinary team-based collaboration**

- Identify the benefits and challenges of a multi-disciplinary team structure

**Photographic and Imaging Arts (BFA)**

**Program Goal #1: Develop critical-thinking and visual problem-solving skills that encompass a global perspective**

- Create a capstone proposal & culminating project that seeks to solve visual problems, allow independent & collaborative work and is related to the use of photography and imaging when applied across a world stage

**Program Goal #2: Acquire aesthetic, conceptual and technical experiences necessary to develop professional imaging practices**

- Use contemporary imaging tools to effectively capture, process, display and/or output images
- Design and create photographic concepts for the advertising, fine art, imaging or photojournalism communities

**Program Goal #3: Integrate aesthetic, historical, and theoretical perspectives which foster the development of best practices required for successful imaging careers**

- Develop awareness of photography and art history as well as the related methods required to support the design and creation of photographic products for the advertising, fine art, imaging and photojournalism communities

**Program Goal #4: Develop appreciation and responsibility for the maintenance of ethical and moral standards required in professional practices**

- Identify issues that could compromise image integrity and professional photographic approaches including methods of capture, delivery, and the display or output of images in the applied arts

**Program Goal #5: Solve problems related to the application of imaging technology in a constantly changing world**

- Utilize problem solving skills, in the application of imaging technology required in the production photographic products for the advertising, fine art, imaging and photojournalism communities

**Studio Arts (BFA)**

**Program Goal #1: Develop and apply techniques, processes, and technological literacies within the studio arts**

- Apply skills, techniques, processes, materials, and technological literacies to support individual creative work

**Program Goal #2: Demonstrate knowledge of historical artworks and theoretical perspectives in relationship to contemporary artworks and theories**

- Analyze, interpret and critique historical & contemporary studio arts

**Program Goal #3: Develop an individualized approach to artistic skill and creativity that has the potential to make innovative contributions to the fields**

- Analyze conceptual, formal, technical, and aesthetic components of individual artwork and compare with contemporary artist
- Interpret contemporary artists' approaches to work in comparison to individual's developed approach

**Program Goal #4: Utilize business practices that are relevant to the studio arts in the pursuit of successful careers**

- Formulate a practical and ethical business plan and marketing strategies to promote their work and skills

**Program Goal #5: Effectively communicate ideas that inspire all aspects of creative work & its place within a contemporary, historical & personal perspective**

- Demonstrate effective use of communication skills to support the visual work

**Motion Picture Science (BS)**

**Program Goal #1: Develop student proficiency in relevant technologies including but not limited to image capture/creation systems, imaging physics, image processing, post-production workflows and exhibition standards and equipment**

- Describe the technical aspects and image science fundamentals of how capture, production, post-production & exhibition technologies work

**Program Goal #2: Educate students in the professional crafts of filmmaking, including the proper use and application of tools and techniques**

- Operate production and animation motion picture related equipment and demonstrate knowledge and understanding of techniques associated with filmmaking
- Develop an understanding for and working relationship with the creative side of the motion picture business

**Program Goal #3: Train students to develop analytical engineering and problem solving skills resulting from a focus on scientific theory & concept derivation**

- Design and implement engineering solutions to technical motion picture industry related problems

**Program Goal #4: Develop communication and leadership skills that allow for successful collaboration and efficient team dynamics for working in a collaborative medium**

- Demonstrate public speaking skills
- Demonstrate the ability to collaborate and contribute in an interdisciplinary environment
- Demonstrate understanding of international standards organizations and bodies and their application to the global motion picture industry

**Program Goal #5: Provide opportunity for students to explore the intrinsic interplay of image science and filmmaking, allowing for further specialization in focused aspects of either filmmaking technology or the creative arts**

- Understand and describe the motivations behind creative decisions
- Identify & communicate the technical requirements & solutions to implement creative decisions at all stages of the motion picture chain

**Program Goal #6: Deliver sufficient training and experience for graduates to be qualified for careers ranging from the research & development of motion picture technologies to the practice of technical film crafts such as digital color correction, visual effects and cinematography**

- Apply knowledge and skills acquired in motion picture technologies to technical or creative careers in the field

**Photographic Sciences (BS)**

**Program Goal #1: Demonstrate professional level-problem solving required for challenging image-based subject matter**

- Work independently and collaboratively in solving problems related to the application of technology and imaging
- Develop skills analyzing, proposing & executing solutions for photographic needs of corporate, government, industrial & scientific communities; students will develop skills analyzing, proposing and executing solutions for the photographic needs of corporate, governmental, industrial, and scientific communities

**Program Goal #2: Problem Solving in Imaging; apply professional-level imaging/photographic skills/scientific methodology to create solutions that provide adequate and accurate scientific data**

- Master the use of contemporary imaging tools including capture and/or measurement equipment in an ever-changing technological environment
- Attain advanced skills necessary to develop methods & techniques that support the design, creation & use of imaging technology consistent with the needs and practices of corporate, industrial, governmental and scientific communities

**Program Goal #3: Foster Professional Practices; to foster professional practices, with an emphasis on customer service as required for the efficient creation of digital imaging products, design and use of systems, and product services**

- Demonstrate progress towards optimizing digital workflow and producing professional quality output

**Program Goal #4: Professional Communications; demonstrate proficiency in visual, written, and spoken communication required to support scientific exploration, discovery, and distribution of relevant content**

- Demonstrate various communication methods used to support teaching, research & distribution of data using a variety of delivery methods
- Develop the interpersonal skills necessary to work collaboratively in a professional manner within a corporate, industrial, governmental or scientific environment

**Program Goal #5: Maintain High Legal and Ethical Standards in All Professional Practices; recognize responsibility for maintaining high legal and ethical standards in all professional practices for personal and societal integrity**

- Analyze and identify issues that compromise image data/quality as it relates to method of capture, delivery, display or output

**Ceramics (MFA)**

**Program Goal #1: Develop the means to engage in a successful career in the crafts as disciplined problem solvers and critical thinkers**

- Engage in curricular appropriate juried art venues, events, and exhibition opportunities

**Program Goal #2: Prepare students to adhere to the highest professional standards of critical creative thinking and artistic ability to lead the field in theory and practice**

- Demonstrate evidence of a high level of conceptual depth and creative problem solving

**Program Goal #3: Develop the ability to conceive, design and fabricate craftwork of the highest quality**

- Create works that demonstrate an effective synthesis of conceptual development and finished execution

**Program Goal #4: Provide students with the knowledge to recognize and engage in interconnected global concepts in an ever-changing and diverse world**

- Visually interpret subject matter of a global interest through their work and international design influences

**Program Goal #5: Perform professional responsibilities with the highest integrity and ethical practices**

- Apply ethical guidelines, and professional and legal methodology to the creation and distribution of their work

**Program Goal #6: Develop the ability to apply freedom of thought, imagination, and inquiry to make original, unique, innovative contributions to the field**

- Demonstrate a personalized, stylistic trend in a body of work through the interpretation of subject matter, conceptual process and technique

**Program Goal #7: Articulate visually, verbally and in written form all aspects of their craftwork and put it in a contemporary, historical and personal perspective**

- Demonstrate literacy through effective use of technology, discussions, oral presentations, written papers and statements

**Program Goal #8: Develop a sophisticated and cohesive body of work and a written document in support of that work**

- Demonstrate original research and creation of professional work with oral defense of, and written documentation for, that work

**Film and Animation (MFA)**

**Program Goal #1: Prepare students to become masters of the use of sequences of images and sound to create the desired relationship with the audience**

- Produce a short motion media work from concept to final realization

**Program Goal #2: Prepare students to become masters of the tools and techniques of modern motion media production appropriate for their chosen individual specialization**

- Demonstrate the knowledge and understanding of the tools and techniques associated with filmmaking/forms of animation

**Program Goal #3: Provide historical, theoretical, and ethical perspectives on all forms of cinema as art, communication and entertainment**

- Analyze and identify how film in various forms relate to culture and ethical importance

**Program Goal #4: Prepare students to succeed within the collaborative realities of motion media production**

- Develop collaboration skills by working with a crew on a film

**Program Goal #5: Encourage the development of a unique creative vision and the ability to translate ideas into narrative and abstract concept development for the intended work**

- Produce a short motion media work from concept to final realization
- Effectively communicate technical and/or design concepts through writing, speech, and formal presentation



**Fine Arts Studio (MFA)**

**Program Goal #1: To promote the mastery of skills and processes, along with the considered application of techniques and technologies of the visual fine arts**

- Demonstrate a mastery of skills, techniques, and knowledge of processes and technologies in the production of artwork
- Evaluate which of these (skills, techniques, processes, materials) relates to individual conceptual approaches to creative work

**Program Goal #2: To prepare students to utilize business practices relevant to the visual arts**

- Formulate a practical and ethical business and marketing strategy

**Program Goal #3: To prepare students to analyze, interpret, and critique contemporary visual art within the context of art and cultural history and in relation to individual directions**

- Demonstrate knowledge of historical artworks and theoretical perspectives in relationship to contemporary artworks and theories; integrate a critical dialog engaging in multicultural, global concepts, through written communication.

**Program Goal #4: Promote development of a cohesive body of work demonstrating productive, personal direction & individualized approach to artistic creativity, as expressed in written communication.**

- Analyze conceptual, formal, technical & aesthetic components of individual artwork in relationship to contemporary professional art world
- Interpret contemporary artists' approaches to work in comparison to individual approach and concepts

**Furniture Design (MFA)**

**Program Goal #1: Develop the means to engage in a successful career in the crafts as disciplined problem solvers and critical thinkers**

- Engage in curricular appropriate juried art venues, events, and exhibition opportunities

**Program Goal #2: Prepare students to adhere to the highest professional standards of critical creative thinking and artistic ability to lead the field in theory and in practice**

- Demonstrate evidence of a high level of conceptual depth and creative problem solving

**Program Goal #3: Develop the ability to conceive, design and fabricate craftwork of the highest quality**

- Create works that demonstrate an effective synthesis of conceptual development and finished execution

**Program Goal #4: Provide students with the knowledge to recognize and engage in interconnected global concepts in an ever-changing and diverse world**

- Visually interpret subject matter of a global interest through their work and international design influences

**Program Goal #5: Perform professional responsibilities with the highest integrity and ethical practices**

- Apply ethical guidelines, and professional and legal methodology to the creation and distribution of their work

**Program Goal #6: Develop the ability to apply freedom of thought, imagination, and inquiry to make original, unique, innovative contributions to the field**

- Demonstrate a personalized, stylistic trend in a body of work through the interpretation of subject matter, conceptual process and technique

**Program Goal #7: Articulate visually, verbally and in written form all aspects of their craftwork and put it in a contemporary, historical and personal perspective**

- Demonstrate literacy through effective use of technology, discussions, oral presentations, written papers and statements

**Program Goal #8: Develop a sophisticated and cohesive body of work and a written document in support of that work**

- Demonstrate original research and creation of professional work with oral defense of, and written documentation for, that work

**Glass (MFA)**

**Program Goal #1: Develop the means to engage in a successful career in the crafts as disciplined problem solvers and critical thinkers**

- Engage in curricular appropriate juried art venues, events, and exhibition opportunities

**Program Goal #2: Prepare students to adhere to the highest professional standards of critical creative thinking and artistic ability to lead the field in theory and in practice**

- Demonstrate evidence of a high level of conceptual depth and creative problem solving

**Program Goal #3: Develop the ability to conceive, design and fabricate craftwork of the highest quality**

- Create works that demonstrate an effective synthesis of conceptual development and finished execution

**Program Goal #4: Provide students with the knowledge to recognize and engage in interconnected global concepts in an ever-changing and diverse world**

- Visually interpret subject matter of a global interest through their work and international design influences

**Program Goal #5: Perform professional responsibilities with the highest integrity and ethical practices**

- Apply ethical guidelines, and professional and legal methodology to the creation and distribution of their work

**Program Goal #6: Develop the ability to apply freedom of thought, imagination, and inquiry to make original, unique, innovative contributions to the field**

- Demonstrate a personalized, stylistic trend in a body of work through the interpretation of subject matter, conceptual process and technique

**Program Goal #7: Articulate visually, verbally and in written form all aspects of their craftwork and put it in a contemporary, historical and personal perspective**

- Demonstrate literacy through effective use of technology, discussions, oral presentations, written papers and statements

**Program Goal #8: Develop a sophisticated and cohesive body of work and a written document in support of that work**

- Demonstrate original research and creation of professional work with oral defense of, and written documentation for, that work

**Industrial Design (MFA)**

**Program Goal #1: Obtain hands-on experience in graphic visualization, technical drawing, model making and prototype development**

- Communicate effectively design intent in 2D and 3D formats
- Integrate analog and digital visualization techniques

**Program Goal #2: Develop the aesthetic sensitivity, technical competence, social and environmental awareness, and analytical thought to design solutions to address social, economic, environmental and global needs**

- Create design solutions to address social, economic and environmental needs
- Discuss and integrate current design theories
- Perform product testing and analysis
- Demonstrate effective written communication and presentation of a design solution to a public audience
- Demonstrate proficiency for using design research methods for solution exploration and evaluation

**Metals and Jewelry Design (MFA)**

**Program Goal #1: Develop the means to engage in a successful career in the crafts as disciplined problem solvers and critical thinkers**

- Critically appraise work to develop and enhance critical thinking skills

**Program Goal #2: Develop the ability to conceive, design and fabricate craftwork of the highest quality**

- Demonstrate effective synthesis of conceptual development and finished execution

**Program Goal #3: Prepare students to exhibit creative thinking and artistic ability in the field of Metals and Jewelry Design to lead the profession in theory and practice**

- Demonstrate creative problem-solving and technical knowledge

**Program Goal #4: Provide students with the knowledge to recognize and engage in interconnected, global concepts in a constantly changing and diverse world; visually interpret subject matter of a global interest through the finished work**

- Demonstrate knowledge of international standards and trends in jewelry and metals design

**Program Goal #5: Develop the ability to articulate the ideas that inspire this work and put it in a contemporary, historical and personal perspective**

- Demonstrate effective written and verbal communication skills

**Program Goal #6: Employ ethical practices, knowledge, and behaviors in the arts professions**

- Apply ethical guidelines and legal methodology to the creation and distribution of work

**Program Goal #7: Inform students to apply freedom of thought, imagination, and inquiry to make original, unique, innovative contributions to the arts**

- Demonstrate a personalized, stylistic trend in their body of work through the interpretation of subject matter, conceptual process, or use of media

**Photography and Related Media (MFA)**

**Program Goal #1: Synthesize critical thinking, visual literacy, and visual problem-solving skills, and a global perspectives with creative practice and scholarly research**

- Generate cognitive and critical thinking skills in a global context

**Program Goal #2: Structure aesthetic, conceptual and technical knowledge to create and refine a significant body of visual work supported by intellectual inquiry**

- Create a cohesive body of artwork.

**Program Goal #3: Develop historical, theoretical, and contemporary perspectives in photography.**

- Analyze and construct images within an historical and contemporary framework.
- Incorporate understanding of the importance of diversity, equity and inclusion in contemporary practice and research.

**Program Goal #4: Generate scholarly research and communicate the results both verbally and in writing.**

- Develop a body of scholarly research that reflects upon and integrates creative practice.
- Synthesize scholarly research through writing and oral presentations.

**Visual Communication Design (MFA)**

**Program Goal #1: Demonstrate an interdisciplinary approach for designing visual communications**

- Compare, differentiate, and apply various methodologies and approaches to design solutions for the various industries that designers work in
- Employ design theory and methodologies and blend interdisciplinary components with technology to deliver a range of professional and experimental user-centered experiences

**Program Goal #2: To research, design, implement, and analyze visual communications solutions**

- Apply critical thinking & innovative communication skills to an original, creative concept brought into visual form through effective presentation
- Communicate ideas and information to specific audiences through advanced verbal and visual problem solving across a range of media
- Foster exploratory design work that demonstrates innovative visual communication, conceptual rigor, technological proficiency, and effective written documentation.

**Program Goal #3: To integrate critical and historical context of current design theory and practices**

- Define & integrate an understanding of design history through researching its pioneers, practitioners, & the contextual historical issues in which their work was realized
- Incorporate design history and current issues, theory and methods to the planning of a thesis project that includes the integration of research, organization, and evaluation methods

**Media Arts and Technology (MS)****Program Goal #1: Students will be able to apply knowledge of print, mobile, web, & social media workflows to solve visual & graphic communication problems**

- Implement cross-media workflow processes
- Explain the use of color management in cross-media workflows
- Apply content management principles to create a working content management solution
- Integrate knowledge to define the infrastructure and processes required to solve a cross-media business problem
- Select & apply methodologies for identifying (1) unmet needs of customers; and (2) current services/products that customers no longer value

**Program Goal #2: Students will be able to manage projects using careful planning & execution in an evolving media & professional practices environment**

- Assess the capabilities of current technology to deliver a proposed suite of products and services profitably
- Identify and explain the resources required to transform a business based on customer needs
- Synthesize an analysis and create a plan for managing a large media project

**Program Goal #3: Students will be able to recognize new business opportunities that emerge from technological & communication innovation & create strategies for adoption and use**

- Design a cross-media workflow that is optimized for print, web, and mobile channels
- Select the preferred technologies and technology suppliers for a cross-media workflow
- Apply color management principles for cross-media content delivery
- Apply data analytics to optimize workflows and customize communications

**Program Goal #4: Students will be able to design & execute a research project that builds upon & contributes to the literature in visual & graphic communications and related fields**

- Identify and summarize appropriate sources of information and research methods to conduct the capstone
- Demonstrate the ability to effectively communicate in written form
- Develop and present a solution to an industry or social problem through writing and presentations



**Visual Arts—All Grades [Art Education] (MST)**

**Program Goal #1: To prepare teachers to promote the well-being of all students**

- Develop competent teaching skills including the use of technology
- Show an awareness of multicultural issues in art education and visual culture
- Demonstrate qualifications to teach the Visual Arts in a P-12 classroom.

**Program Goal #2: Work towards excellence in teacher standards as outlined by state and national organizations in art and education**

- Develop the subject matter
- Develop competent teaching skills including the use of technology

**Program Goal #3: To prepare teachers as leaders and advocates for the teaching of visual art education in the P-12 classroom environment**

- Demonstrate pedagogical knowledge

**Program Goal #4: To prepare teachers of art to be lifelong learners, and supportive of the multiple needs of the students in their classroom**

- Demonstrate learning to learn
- Show an awareness of multicultural issues in art education and visual culture

**Program Goal #5: To prepare excellent teachers of the visual arts (P-12) who are dedicated to: pedagogy of engagement, the visual arts as a valued discipline within the school curriculum, and the reflective practice of their day-to-day teaching experiences**

- Develop the subject matter
- Demonstrate pedagogical knowledge
- Demonstrate learning to learn
- Exhibit critical reflection

**Program Goal #6: To prepare teachers to utilize new technologies throughout their teaching and learning experiences**

- Develop competent teaching skills including the use of technology
- Show an awareness of multicultural issues in art education and visual culture

**Program Goal #7: To prepare MST candidates to research, write and present on pragmatic and current issues in art education and advocacy for the arts**

- Demonstrate knowledge of Interstate Teacher Assessment and Support Consortium (InTASC) standards
- Effectively communicate (oral and written) through reflections and presentations in the field of Visual Arts Education