

KINGSBOROUGH COMMUNITY COLLEGE  
The City University of New York

CURRICULUM TRANSMITTAL COVER PAGE

Department: Art Date: 4/18/2017

Title Of Course Or Degree: A.S. in Graphic Design and Illustration

**Change(s) Initiated: (Please check)**

- |   |   |
|---|---|
| <input type="checkbox"/> Closing of Degree        | <input type="checkbox"/> Change in Degree or Certificate Requirements         |
| <input type="checkbox"/> Closing of Certificate   | <input type="checkbox"/> Change in Degree Requirements (adding concentration) |
| <input type="checkbox"/> New Certificate Proposal | <input type="checkbox"/> Change in Pre/Co-Requisite                           |
| <input type="checkbox"/> New Degree Proposal      | <input type="checkbox"/> Change in Course Designation                         |
| <input type="checkbox"/> New Course               | <input type="checkbox"/> Change in Course Description                         |
| <input type="checkbox"/> New 82 Course            | <input type="checkbox"/> Change in Course Title, Numbers Credit and/or Hour   |
| <input type="checkbox"/> Deletion of Course       | <input type="checkbox"/> Change in Academic Policy                            |
|   | <input type="checkbox"/> Pathways Submission:                                 |
|   | <input type="checkbox"/> Life and Physical Science                            |
|   | <input type="checkbox"/> Math and Quantitative Reasoning                      |
|   | <input type="checkbox"/> A. World Cultures and Global Issues                  |
|   | <input type="checkbox"/> B. U.S. Experience in its Diversity                  |
|   | <input type="checkbox"/> C. Creative Expression                               |
|   | <input type="checkbox"/> D. Individual and Society                            |
|   | <input type="checkbox"/> E. Scientific World                                  |

Other (please describe): Change in Program Learning Outcomes

**PLEASE ATTACH MATERIAL TO ILLUSTRATE AND EXPLAIN ALL CHANGES**

**DEPARTMENTAL ACTION**

Action by Department and/or Departmental Committee, if required:

Date Approved: 4/19/17 Signature, Committee Chairperson: 

I have reviewed the attached material/proposal

Signature, Department Chairperson: 

TO: Spring 2017 Curriculum Committee

FROM: Department of Art

DATE: 04/18/17

RE: Change of Program Learning Outcomes for Graphic Design and Illustration A.S.

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The Department of Arts is proposing to change the Program Learning Outcomes Graphic Design and Illustration (A.S.):

**FROM:**

**Learning Outcomes:**

Upon successful completion of the Graphic Design and Illustration degree program requirements, graduates will:

1. gain an understanding of the array of career paths available to this and related industries (overview)
2. be able to conceive a visual solution to a communications problem (concept)
3. discern between a resolved, well-designed, illustrated, etc., piece from a poorly designed one (aesthetics)
4. be able to employ a skill set to transition from an idea into print or digital media (execution)
5. create effective visual communications that are responsive to the needs of clients and their target audiences (commercial applications)
6. create and maintain a professionally presented body of work (portfolio)
7. be able to critique work using an informed visual vocabulary (presentation)

**TO:**

**Learning Outcomes:**

Upon successful completion of the Graphic Design and Illustration degree program requirements, graduates will:

1. to identify the array of career paths available to this and related industries (**Overview**)
2. be able to conceive a visual solution to a communications problem (**Concept**)
3. discern between a resolved, well-designed, illustrated, etc., piece from a poorly designed one (**Aesthetics**)
4. be able to employ a skill set to transition from an idea into print or digital media (**Execution**)

5. create effective visual communications that are responsive to the needs of clients and their target audiences (**Commercial Applications**)
6. create and maintain a professionally presented body of work (**Portfolio**)
7. critique work using an informed visual vocabulary (**Presentation**)

**RATIONALE FOR CHANGE:**

The edited Program Learning Outcomes for the A.S. in Graphic Design and Illustration were modified to facilitate effective assessment by utilizing concrete verbs and focusing on skills and/or activities that can be more easily identified in class assignments and projects.