Southwestern Michigan College

Graphic Design Technology AAS Program Review 2019

Resources

Full-time Instructors: 1 (Core graphic design courses)

Adjunct instructors: 4 (Photography in Design, Digital Photography, Web Development and Internship)

Program Costs: the Lyons 211 (Mac Lab) includes: 25 Apple Macintosh iMac computers (to be replaced next year), Adobe Creative Cloud 2018 software (to be upgraded summer 2019), Lanier C840DN workgroup laser printer, Canon PIXMA Pro9000 Mark II inkjet printer, 2 Wacom Cintiq 22HD pen display tablets, 6 small Wacom drawing tablets, HP 8200 scanner, 2 projectors and a variety of digital cameras.

Enrollment Data

The full-time Graphic Design Technology AAS program instructor and Visual Arts instructors work with recruiting staff and local high school art/design teachers to recruit new students. A portfolio review event is scheduled each fall to recruit new high school students with Art Talent scholarships offered to worthy candidates. To assist with retention, Art Talent and endowment scholarships are awarded to talented freshman visual art/design students at the end of the spring semester for their sophomore year.

Retention in the program can be observed by comparing enrollment data for the semester two Typography in Design course semester three Graphic Design I course. Retention has been unpredictable as it has varied from 50% of enrolled design students to 100% of these students. The enrollment of dual-enrolled high school students and high school Academy students in first-year courses can skew these retention numbers.

Class sizes vary from 12 to 22 students in Graphic Design courses with second year design courses ranging from 12 to 18 enrolled students over the past four years. Related graduation rate is from 53% to 75% for these 2nd year design students with 9-19 students graduating per year from the program over the last ten years. The internship requirement has proven to be the most common reason that students in the program don't graduate.

Graphic Design Technology, AAS (4028)

Applicants & Enrollment	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Applicants[1]	79	49	69	56	37*
Applicant Yield	21.5% (17)	36.7% (18)	44.9% (31)	30.4% (17)	NA
Enrolled[2]	48	52	56	45	27*

*as of 5/28/2019. Yield data not available until fall begins

Course Enrollment[3]	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Spring 2016	Spring 2017	Spring 2018	Spring 2019
Art 219 Graphic Design I	18	12	17	18	16*				
Art 213 Typography in Design						26	17	31	25

*as of 5/29/2019

Awards Conferred[4]	15/16	16/17	17/18	18/19
	11	16	9	11*

* As of 5/29/2019; includes pending summer graduates

FTIA Cohort	Fall 2015		Fall 2016		Fall 2017		Fall 2018	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Total Enrolled	19		20		23		14	
Enrolled Full-time	18	94.7%	18	90.0%	21	91.3%	1	92.9%
Earned 70% Cr 1st Term[5]	12	63.2%	15	75.0%	14	60.9%	12	85.7%
Enrolled following spring	13	68.4%	15	75.0%	15	65.2%	13	92.9%
Changed major (spring)	1	5.3%	3	15.0%	4	17.4%	1	7.1%
Enrolled following fall	11	57.9%	10	50.0%	7	30.4%		
Change major (fall)	1	5.3%	0	0.0%	3	13.0%		
Graduated 150%	5	26.3%	7	35.0%				
Graduated 150%+	1	5.3%	0	0.0%				
Deficient grad apps	2	10.5%	2	10.0%				

1. T:\INSTITUTIONAL RESEARCH\Assistant\Report Requests\Marketing\2018-2019\Applicant Status Report Files\Application Status Report by Term.rpt
2. T:\CRYSTAL REPORTS XI\Crystal Reports – Banner\Institutional Research\Major_Count_Registered2.rpt
3. T:\CRYSTAL REPORTS 2011\Course & Section\Schedule.rpt
4. T:\CRYSTAL REPORTS 2011\Student\Graduation\Graduates_Awarded_MjrDesc.rpt
5. Cumulative credits earned divided by first term credits. This is a rough estimate of success in the first term (progression metric). Those with more than 100% were than likely transfer or dual enrolled students.

Mission / Purpose

Students will gain a comprehensive foundation in graphic design methods and conceptual skills to create aesthetically appealing and appropriate graphic communications. Several portfolios will be developed to promote individual skills for successful transfer to a bachelor program in graphic design or direct employment in the graphic design field.

Curriculum

The Graphic Design AAS program includes a four-semester path to completion. Courses are offered in a logical sequence of prerequisites from basic art and design courses to more advanced art and design courses. Various MTA courses and an internship are required in the curriculum. Total program credits are 61-64 credits.

An AA degree also exists in the Graphic Design program for students who plan to transfer to a Bachelor program. This degree offers a Visual Arts AA degree with an emphasis in graphic design. Kendall College of Art & Design is the most popular transfer institution. Kendall awards excellent scholarships to most SMC program graduates and accepts SMC's design program AA and AAS courses as equivalent course credit.

The required Web Development course (ISYS 241) is currently taught by another department, Information Systems. Bringing back an introductory level course (ART 217) with a focus on fundamentals, Web standards, and design for the Web taught within the Visual Arts department would prove beneficial.

Program Objectives

The following program objectives were shared with the program advisory committee at the May 2017 advisory meeting at Aisle Rocket Studios (ARS) in St Joseph, Michigan. The Graphic Design Advisory Committee meets twice a year. Advisors and meetings are shared with Niles Senior High School. The Niles HS Graphic Arts CTE instructor usually hosts a meeting in the fall and SMC's Graphic Design instructor hosts the spring meeting, although the Niles HS Graphic Arts CTE program hosted both meetings for the 2018-19 school year.

- Students will apply problem-solving models as they work through the creative process from the initial problem through the design concept to the finished presentation
- Students will demonstrate an understanding of the Macintosh operating system, file management and graphic design terminology.
- Students will demonstrate an understanding of design elements and principles through their inclusion in effective design solutions.
- Students will demonstrate a knowledge of typographic history, an understanding of type classifications, and the ability to make informed decisions of typographic application in design.
- Students will demonstrate competence with Adobe Illustrator's tools, palettes and features as they produce logos and complex digital illustrations.
- Students will layout and design effective publications using Adobe InDesign while exhibiting appropriate file management skills.
- Students will demonstrate competence with Adobe Photoshop tools, palettes and features as they edit and composite digital images to produce design projects.
- Students will consider Web standards as they develop successful Web pages and sites using basic HTML and basic Web authoring applications.
- Students will successfully operate a camera by applying the major photographic features and processes as they develop effective visual statements. Effective post-processing image editing and enhancement techniques will also be demonstrated.
- Students will demonstrate an understanding of file management, export file formats, prepress/printing processes, prepress issues and prepress terminology.
- Students will produce a PDF-based digital portfolio, book portfolio and online portfolio (Website) that exhibit effective presentations, creative design work, accurate production skills and appropriate written descriptions. The portfolios will reflect the student's competence in developing appropriate solutions to a variety of design problems.

Program Outcomes

The following table indicates that 94% of the graphic design students during the 2018-19 school year achieved at least a 75% on the assessment methods used to review the primary program outcomes.

SYSTEMATIC PLAN OF EVALUATION

Graphic Design Technology Program Outcomes Assessment 2018-2019					
Plan				**Implementation**	
Component	**Assessment Method(s)**	**Expected Level of Achievement**	**Frequency of Assessment**	**Results of Data Collection and Analysis Including Actual Level(s) of Achievement**	**Actions/Considerations for Program Development, Maintenance, or Revision**
Students will use Adobe Creative Cloud applications to produce successful finished graphic design projects and presentations.	Design projects (Art 213, 219, 220, 230)	80% of the students will achieve at least 75% on these assessment methods	May (at the end of the Spring semester)	Expected level of achievement was met with 96% of the students achieving at least 75% on this assessment method. Design projects: Art 213, 93%; Art 219, 94%; Art 220, 100%; Art 230, 95% achieved at least a 75%.	Continue with regular program review and assessment. Should video, motion graphics, animation or 3D design be emphasized to a great degree in the program?
Students will communicate effectively using graphic design terminology.	Written terminology quiz (Art 220) and final exams (Art 219, Art 220)			Expected level of achievement was met with 93% of the students achieving at least 75% on these assessment methods. Art 220 terminology quiz, 89%; Art 219 final, 89%; 100% achieved at least a 75%.	Reinforce the importance of an understanding of graphic design jargon/terminology.
Students will produce an effective resume, PDF-based digital portfolio, book portfolio and online portfolio (Website) that exhibit successful presentation and competent, creative design samples.	Resume (Art 220) and three portfolios (Art 265)			Expected level of achievement was met with 94% of the students achieving at least 75% on these assessment methods. Art 220 resume, 94%; Art 265 portfolios, 94% achieved at least a 75%.	Students are allowed to use online portfolio development sites that are free and template-based. Custom URLs are the best, though. Students must focus on quality control, especially with the spelling and grammar in their portfolio captions/description.

Extracurricular

Field trips have been offered to printing companies including Rink Printing in South Bend and Preferred Printing in Dowagiac as well as French Paper Company in Niles.

A SMC Photography Club has been available with the instructor of Digital Photography offering expertise and the instructor of Graphic Design Technology serving as Advisor. Student interest was good until the spring of 2018, and with both instructors who were in leadership roles deciding to retire, the club became inactive partway through the fall 2018 semester and for the spring 2019 semester.

Open lab hours in the Lyons 211 Mac lab have provided additional opportunities for catching-up, experience and collaboration.

Many of the graphic design students have worked as student workers in SMC's marketing department, as lab assistants for the Lyons 211 open labs and as Lyons art gallery assistants.

Potential

According to the Bureau of Labor Statistics' Occupational Outlook Handbook: "Employment of graphic designers is projected to grow 4 percent from 2016 to 2026, slower than the average for all occupations. The work of graphic designers will continue to be important in marketing products throughout the economy.

The projected change in employment of graphic designers from 2016 to 2026 varies by industry. For example, employment of graphic designers in newspaper, periodical, book, and directory publishers is projected to decline 22 percent from 2016 to 2026. However, employment of graphic designers in computer systems design and related services is projected to grow 20 percent over the same period. Companies are continuing to increase their digital presence, requiring graphic designers to help create visually appealing and effective layouts of websites. Graphic designers are expected to face strong competition for available positions. Many talented individuals are attracted to careers as graphic designers. Prospects will be best for applicants who keep up with the latest design trends, technologies, and techniques."

The Occupational Outlook Handbook indicates that Michigan is one of the 14 best states for the employment of graphic designers. The national median annual wage for graphic designers was $50,370 in May 2018.

Locally, advertising design and marketing have been growing areas of employment for graphic designers. A future growth area for SMC's Graphic Design program would be in multimedia, including video and motion graphics.

Conclusion

Course offerings and the number of course sections have been modified over the past years to increase seat count efficiency. Current course numbers appear to be sufficient to sustain the program with 18 students enrolled in 2nd year design courses during 2018-19. Optimum program efficiency is a seat count of 20-22 enrolled students per course. With efficient recruitment, an increased visibility of SMC's Graphic Design Technology program will maintain or improve upon the current enrollment numbers. Maintaining connections with local high school art teachers/programs is important. Establishing articulation agreements with local high school career and technical programs related to graphic art/design would benefit program recruitment.

Dedicated long-time digital photography instructor, Dennis Hafer, is retiring as of May 2019. After twenty years as the lead instructor of the Graphic Design program, Bill Rothwell is retiring as of June 2019. With a well-designed curriculum, well-equipped lab, well-established community connections and excellent administrative support the Graphic Design program is strong.