

ANNUAL PROGRAM ASSESSMENT FORM

Name of Program: Graphic/Visual Design

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1) Please list the degree offerings: BS Graphic/Visual Design, Graphic Design Certificate, 3D Modeling and Motion Design Certificate, User Experience Design Certificate

2) Progression /Graduation update (NECHE 8)

- *Please provide the progression and graduation rates of the program (Data found in the Department Activity reports [HERE](#))*

The Graphic/Visual Design program, now four years old, has shown steady growth. Beginning with 10 students in 2020, the program had 39 students enrolled in 2023. This May 2024 the first cohort of the program graduated 10 students.

3) Program's Mission Statement (NECHE standard 1):

- *Please provide the program mission, and explain the alignment to the University Mission statement.*

Mission Statement: The Graphic/Visual Design Bachelor of Science degree program at Husson University's New England School of Communications is dedicated to preparing students for the graphic and visual design fields through experiential learning using current design tools and technology with a focus on emerging media and the creative process.

This mission statement aligns with the university mission statement by stating it prepares students for not only current fields but also those that are emerging. The inclusion of technology as well as the creative process illustrates that the program also focuses on the sciences and humanities.

4) Faculty updates (NECHE Standard 6)

- *Please provide any relevant updates on faculty. (Examples: Change of faculty, changes in levels of adjunct use, faculty publications/grants within the past year, etc.)*

The Graphic/Visual Design program continues to operate with one full-time instructor who has been consistently carrying 5-6 courses per semester since the program's inception. This past year, the load was eased with the hiring of an adjunct instructor to co-teach BR120 Art and Design Foundations. Finding in-person adjunct instructors to teach the ever-growing, highly technical curriculum continues to present challenges. Last year, Michael Kasprzak, a motion design expert from a local TV station, was hired to teach Animation and Motion Design I, which has worked out well. There is one online adjunct who has been teaching 3D Modeling II, though GV students generally prefer in-person courses. Armando Garma Fernandez, an in-person instructor, was hired this past year to teach Animation and Motion Design II and to develop a new Introduction to Storyboarding course. There are currently five adjuncts in the program.

5) Program Goals / Strategic initiatives (NECHE Standard 2, 5):

- *Areas for goals should address such areas as graduation, progression, retention, changes in program/curriculum due to assessment findings, gaining additional professional expertise, recruitment, or another program/university/professional need.*

Goals from the <u>previous</u> year:	Met / Not Met	Assessment summary:	Action
Continue to grow the program and work on retention	Partially Met	Retention and program growth according to Institutional Research is holding steady. The goal of the program was to reach 12 incoming students per year. The program is currently at 11 enrolled for Fall 2024.	<p>Worked on numerous marketing initiatives including arranging video and photo shoots and posting frequently to social media.</p> <p>Continued to reach out and serve on the advisory boards of Capital Area Technical Center, Northern Penobscot Tech Region III, Eastern Maine Community College, and Hancock County Technical Center.</p> <p>Attended and presented at an all-day JMG Mount View Career and College Expo.</p>
Continue to develop the structure for curricular mapping, program evaluation, and student assessment in the Graphic/Visual Design program	Met	Curriculum continues to be assessed and considerations made to be competitive with comparable programs.	Coordinated with Scott Traylor and Nancy Roberts to update the Web Design for Non-majors course. The course will now more effectively align and complement the Web Design and Development course, both of which are required in the GV curriculum.
Continue evaluating, adding to and refining program as needed	Met	Was able to find an instructor to teach the Animation and Motion Design II course. This same instructor also developed a new course entitled Introduction to Storyboarding.	After meeting with the advisory board and introducing the new Storyboarding course, it was suggested the class become part of the curriculum.

Provide students with opportunities to interact with professionals in the industry	Met	<p>Encouraged students to attend Husson's Business Career Fair and the inaugural NESCom Career Fair.</p> <p>Joined or encouraged GV students to attend Art and Design Club, Marketing PRos Club events, and One Circle Agency events.</p> <p>Assisted students in finding internships.</p>	<p>Facilitated with a list of potential NESCom Career Fair presenters.</p> <p>Students attended tours of Pulse Marketing and Sutherland Weston in Bangor, ad agencies in Portland, and art galleries in Maine.</p> <p>Several students were able to attain internships.</p>
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Goals for the <u>upcoming</u> year:	Assessment planning:	Notes
Continue to grow the program and work on retention	<p>Explore ways to facilitate transferring students' entry into the program.</p> <p>Find additional ways to market the program.</p> <p>Continue outreach to high schools, tech schools, and community colleges in New England.</p>	
Find an instructor to design, develop and teach Information Design, a course that has yet to run	GV 310 Information Design is an approved course that has not run yet. Intent is to seek an instructor to develop and then run the course in Spring 2025.	
Continue to provide students with opportunities to interact with professionals in the industry	<p>Make connections and build a pool of companies for which students can intern.</p> <p>Facilitate as much as possible with the NESCom Career Fair.</p> <p>Continue to alert students to opportunities for field trips to businesses related to the profession.</p>	

6) Curricular mapping / Outcome assessment (NECHE Standard 4, 8)

- Please review and update the current curricular mapping and ensure syllabi reflect the mapping found at the official Husson Mapping Site ([HERE](#))
- Please update the progress made on specific learning outcomes below. If specific external tools are used (i.e. Praxis, Peregrine, etc.) be sure to include them.

Student Learning Outcome	Courses mapped to SLO	Summary for the given academic year	Action
No changes made this year.			

7) Executive Summary:

- Please provide a summary of the major findings of the annual report.
- Be sure to address all that are applicable:
 - Significant achievements
 - identified opportunities
 - Identified threats or challenges
 - Adequacy of resources
 - Budgetary considerations

Significant achievements this year included navigating the upheaval caused by a pipe bursting in Lab 102, the primary lab for graphic design students. Maintaining continuity for the students as they transitioned to temporary labs presented many challenges that the program's instructors rose to meet. The temporary lab in Peabody 207 provided an opportunity for faculty and staff in the building to learn more about what happens at NESCom. Faculty and staff who had never participated in the Art Walk enjoyed seeing creativity and liveliness come to Peabody 207. It was a highly positive experience for students after a tough semester.

Threats and challenges continue to include dropping enrollment numbers being seen across the university, and the fact that community colleges in the state continue to offer free tuition. With four of the seven community colleges in Maine offering graphics/digital media programs, the goal is to continue outreach to these schools in the hopes that students will decide to transfer. Finding and keeping skilled adjunct instructors for the program's courses will also continue to be a challenge.

The budget was approved to replace the over 20-year-old furnishings in Lab 102. With the new carpeting in the lab as a result of the flood, a more modern classroom will likely help with recruiting.