

ANNUAL PROGRAM ASSESSMENT FORM

Name of Program: **Graphic/Visual Design**

Report prepared by: **Theresa Ayotte**

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 three years old, has shown steady growth. Beginning with 10 students in 2020, the program had 36 students enrolled in 2022. Retention rates are at 80% for the 2021 cohort.

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.)

Finding adjuncts to teach highly technical courses live in the classroom presented a challenge this past year. In-person, as opposed to online instruction, is the preferred modality due to GV students' struggles with the online format. The former Animation and Motion Design instructor relocated and Brave Williams decided to no longer teach the 3D Modeling course. Though the adjunct positions were posted, there was no local response. Last summer and into the fall, a strong outreach effort was made to potential instructors for both courses. Every avenue was pursued from interviewing instructors who had applied for the Video Compositing position to cold calling local school instructors to LinkedIn postings. I was able to find Stephen Wong, a local UTC instructor, to teach 3D Modeling and Michael Kasprzak, a motion design expert from a local TV station, to teach Animation and Motion Design.

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:
Continue to grow the program and work on retention	Partially Met	Retention and program growth a Institutional Research is holding

		<p>as expected enrollment is down s from this point last year—from 11 8—according to weekly admission</p> <p>Speaking to a few students who o elsewhere, factors that weighed i decision were free community co lack of accepted transfer credits.</p>
<p>Continue to develop the structure for curricular mapping, program evaluation, and student assessment in the Graphic/Visual Design program</p>	<p>Met</p>	<p>After the first three years of adju the GV curriculum sheet is at a p is should last for a few years.</p>

Continue evaluating, adding to and refining program as needed	Met	<p>Was able to refine the GV program working with Nancy Roberts, Science Technology instructors, and NES curriculum committee.</p> <p>GV 323 Advanced UX Design was the first time this fall 2023. This expands the GV program's user offerings.</p>
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Goals for the <u>upcoming</u> year:	Assessment planning:
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 Animation and Motion Design II	GV 357 Animation and Motion Design II is an approved course but has not run yet. Intent is to seek an instructor, possibly online, in order to offer the course in the Spring of 2024.
Provide students with opportunities to interact with professionals in the industry	<p>With a large number of students entering their junior year, building industry connections and building a pool of companies for student internships is going to be critical this year.</p> <p>Facilitate as much as possible in the Communications and Technology Career Event to get that off the ground.</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 acad
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 facilitating the remodel of the lobby and agency space in the NESCom building. Not only has the student-centric space been used for the advancement of One Circle Agency, it has also become a go-to lab space for video and photography (due to the photo backdrops), graphic design, club meetings, faculty meetings, and as a general hangout area. We were not able to get all that we had hoped for in our initial plans due to budget considerations, but the space is nonetheless highly functional, attractive, and comfortable. The fact that the Principles of Advertising class will be meeting in the agency space in the fall shows the versatility and value of reverting it back to a student area rather than offices. Threats and challenges continue to be dropping enrollment numbers being seen across the university, and the fact that community colleges in the state are currently offering 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 hopes students will decide to transfer. Due to difficulties finding adjuncts to teach technical courses such as 3D Modeling and Animation and Motion Design, the need to consider hiring someone full-time to teach these subjects, which overlap with the Extended Reality and Video/Film programs, should be considered.