



ARKANSAS TECH
UNIVERSITY

Student Learning Outcomes

College/School

Arts & Humanities

Department

Art

Program

BFA Graphic Design

Link to Program Home

<https://www.atu.edu/art/stulrn-graphicdesign.php>

Students who complete the program:

- **Critical Analysis** - Objectively participate in class critiques and respond positively to constructive criticism
- **Communication** - Identify and effectively apply the use of visual arts concepts and vocabulary in verbal and written formats.
- **Technology** - Demonstrate proficiency in the use of art tools, materials, and Technology appropriate to the field.
- **Content** - Demonstrate an understanding of contemporary art trends, major artist's works, and historical movements.
- **Professionalism** - Demonstrate an understanding of professionalism required of a serious student of art and develop a substantive portfolio.
- **Student Satisfaction** - Students are satisfied with the programs facilities, teachers and curriculum. Based on senior exit surveys for each art area in Graphic Design, Art Education and Fine Art.