

Assessment Plan – Department of MADT  
BA in Communication Design

SLO	2017-2018	2018-2019	2019-2020	2021-2022	2022-2023
MADT DEPT. Demonstrate industry specific oral communication and presentation skills.	X				
MADT DEPT. Apply visual and technical skills required to excel as artists and professionals in their fields.	X				
MAM/MCD OPTIONS Develop core skills in both traditional and emerging media technologies.		X			
GD OPTION Demonstrate knowledge and proficiency in technical skills applicable to graphic design.		X			
MA/MCD OPTIONS Critically discuss, analyze, and deconstruct the form and content of film, television, advertising, and other forms of mediated communications. (MEDIA CRITICISM)			X		
GD OPTION Demonstrate the ability to develop original concepts, build prototypes, integrate user feedback and implement projects through the design process.			X		

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<b>MA/MCD OPTIONS</b> Develop core skills in media practice including screenwriting, directing, cinematography, photography, performance, editing, sound design, and other production practices.				X	
<b>GD OPTION</b> Acquire and apply the principles of color, typography, layout, and hierarchy, as they relate in the various media—digital, print, interactive, web, motion, etc.				X	
<b>MA/MCD OPTIONS</b> Historicize and contextualize the development of the mass media industries from both technological and ideological perspectives.					X
<b>GD OPTION</b> Demonstrate understanding of graphic design history, prominent designers, and art movements and their impact on graphic design and visual culture.					X