



NEW YORK INSTITUTE OF TECHNOLOGY

3/30/2017

College of Arts and Sciences

Digital Art & Design Department (formerly the Fine Arts Department) Outcomes for BFA program in Graphic Design, Written, Oct 2008

BFA in Graphic Design, 128 credit program:

- 1) Upon graduation our students will have created a professional graphic design portfolio which they will be able to continue to upgrade in preparation for entry level positions in the graphic design industry with a focus in the print and web markets. They will have acquired skill sets in design fundamentals, art history, art theory and standard production methods necessary to function in the field of creative design and communication.
- 2) Students will gain functional competence with principles of visual organization, including the ability to work with visual elements in two and three dimensions; color theory and its applications; and drawing.
- 3) Students will be able to present work that demonstrates perceptual acuity, conceptual understanding and technical facility.
- 4) Students will be able to place works of art and design in historical, cultural, and stylistic contexts.
- 5) Students will be able to develop and create visual form in response to communication problems including an understanding of composition, information hierarchy, symbolic representation, aesthetics and the construction of meaningful images.
- 6) Students will be able to be proficient with the applications and technology, including their roles in the creation, reproduction, and distribution of visual messages.
- 7) Students will be able to demonstrate a skill set in relevant applications including but not limited to: drawing, typography, illustration, editorial design, package design and book design.