

Graphic Design Programs

TSA Summative Assessment

Wisconsin Technical College System

Directions

This Graphic Design TSA scoring guide will be used to document your attainment of technical program outcomes for the following programs:

- 10-111-7 Marketing & Graphic Communications
- 10-201-1 Graphic Design
- 10-201-2 Graphic and Web Design
- 10-201-3 Web & Digital Media Design

To meet the requirements on the scoring guide, you will be asked to draw upon the skills and concepts that have been developed throughout the program and are necessary for successful employment in your field. Results will be used to inspire continual improvement of teaching and learning in Wisconsin Technical College Graphic Design programs. In addition, this assessment will provide feedback to you about your performance.

This scoring guide will be used to evaluate your work by examining one or more artifacts (assignments) that document your achievement of each program outcome such as portfolio artifacts, presentations and design critiques. Format, timing, and course will be designated by your local college. Your instructor will provide detailed instructions on the tool(s) used.

After your instructor completes this scoring guide, you will receive feedback on your performance including your areas of accomplishment and areas that need improvement.

Graphic Design Program Outcomes

GD 1. Apply the principles of design to develop strategic marketing and communication products and services

GD 2. Demonstrate proficiency in the use of design software, tools and technology

GD 3. Implement creative solutions from concept through completion using a formal process

GD 4. Apply effective legal and ethical business practices and project management skills

GD 5. Communicate artwork rationale in formal and informal settings

Rating Scale

MET Performs adequately; meets basic standards
NOT MET Does not meet basic standards

Scoring Standard

You must achieve an overall average rating of MET on all criteria for each program outcome to demonstrate competence (passing). A rating of NOT MET on any criterion results in a NOT MET score for that program outcome and for the TSA Assessment.

SCORING GUIDE

Program Outcomes and Criteria

GD 1 Apply the principles of design to develop strategic marketing and communication products and services	MET	NOT MET
<ul style="list-style-type: none"> • You select appropriate assets for a given project 		
<ul style="list-style-type: none"> • You effectively use typography, illustration, photography, color and layout to meet design objective 		
<ul style="list-style-type: none"> • You apply project management strategies effectively to meet customer and market demands 		
<ul style="list-style-type: none"> • You demonstrate appropriate writing and editing skills 		
COMMENTS:		
GD 2. Demonstrate proficiency in the use of design software, tools and technology	MET	NOT MET
<ul style="list-style-type: none"> • You select appropriate tools, software and technology for the project 		
<ul style="list-style-type: none"> • You use appropriate tools, software and technology to meet project requirements 		
<ul style="list-style-type: none"> • You apply tools, software and technology according to current industry standards 		
<ul style="list-style-type: none"> • You demonstrate neat, precise and efficient production techniques that meet established standards and guidelines 		
COMMENTS:		
GD 3. Implement creative solutions from concept through completion using a formal process	MET	NOT MET
<ul style="list-style-type: none"> • You define the design problem 		
<ul style="list-style-type: none"> • You research solutions to the design problem 		
<ul style="list-style-type: none"> • You develop and revise options for solving the design problem 		
<ul style="list-style-type: none"> • You follow a formal design process by producing thumbnails, roughs, and comprehensives 		
<ul style="list-style-type: none"> • You implement solutions to the design problem 		
<ul style="list-style-type: none"> • You evaluate results 		
<ul style="list-style-type: none"> • You articulate the specific strategic, aesthetic, media and production considerations that influenced the final product 		
COMMENTS:		

SCORING GUIDE

Program Outcomes and Criteria

GD 4. Apply effective legal and ethical business practices and project management skills	MET	NOT MET
• You present evidence of legal ownership and consideration of intellectual property rights		
• You utilize legally obtained software, images and fonts		
• You apply project management strategies effectively to meet customer and market demands		
• You describe pricing and estimating guidelines		
• You demonstrate environmental and social responsibility		
• You collaborate with other members of the design and production team		
COMMENTS:		
GD 5. Communicate artwork rationale in formal and informal settings	MET	NOT MET
• You collaborate and communicate with members of the design team		
• You articulate rationale using design vocabulary		
• You listen to others and re-frame or re-interpret their point of view for clarification		
• You communicate design rationale in terms the client can understand		
COMMENTS:		

Overall Score

TSA Assessment Score:	PASS	FAIL
Note: Each program outcome and the over-all requirements must earn a rating of "Met" to achieve an over-all score of "Pass" on the assessment.		
Student Name:		ID #:
Evaluator Signature:		Date: