

SOUTHWEST UNIVERSITY OF VISUAL ARTS

VISUAL COMMUNICATIONS DEPARTMENT

MISSION, GOALS, AND OUTCOMES

Mission

The mission of the Visual Communications Department is to graduate animation, advertising & marketing, graphic design, and illustration students who can combine technical precision and attention to detail with creative problem solving skills while meeting the demands of their profession within a diverse world community.

Through a combination of traditional general education courses and discipline specific concept and studio courses, students build a solid foundation in scholarly inquiry, diversity, creativity and citizenship.

Degree Programs

BA Advertising & Marketing, BA Animation, BA Graphic Design, BA Illustration

Goal 1

Students develop the technical and intellectual skills necessary to communicate concepts using a variety of media.

Learning Outcomes

Upon completion of their degree program, all students:

- 1.A) Possess a demonstrable mastery over principles of design.
- 1.B) Can manipulate their chosen media to create innovative artwork that effectively communicates concepts to an audience.
- 1.C) Are sufficiently versed in contemporary technology and methods to remain current in their field.
- 1.D) Have the knowledge needed to conduct their studio work with safety and environmental awareness.

Goal 2

Students develop the ability to critically analyze and interpret works of art in a variety of media.

Learning Outcomes

Upon completion of their degree program, all students:

- 2.A) Have a broad understanding of the history of their field and can interpret works of art within their historical contexts.
- 2.B) Are well versed in critical theory and can analyze works of art through a variety of critical frameworks.

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Goal 3

Students develop a studio practice that emphasizes individual vision, cultural diversity, curiosity, and life-long learning.

Learning Outcomes

Upon completion of their degree program, all students:

- 3.A) Understand the importance of a studio practice that values diversity and global awareness.
- 3.B) Understand the importance of exploring new ideas and seeking new challenges to promote curiosity and life-long learning.
- 3.C) Understand the value of external feedback.

Goal 4

Students become highly engaged professionals within their field.

Learning Outcomes

Upon completion of their degree program, all students:

- 4.A) Can collaborate with clients and production teams to develop and execute innovative design solutions.
- 4.B) Value their contribution to their local and global communities.
- 4.C) Can explain their artwork within historical and contemporary contexts.
- 4.D) Can communicate effectively, verbally and in writing, about their studio practice.
- 4.E) Can successfully engage in a dialog with the professional community.

SOUTHWEST UNIVERSITY OF VISUAL ARTS

BACHELOR OF ARTS, ADVERTISING AND MARKETING CURRICULUM MAP

The curriculum map below indicates which courses within the Advertising and Marketing program help students achieve the Visual Communications Department’s Learning Outcomes.

		DEPARTMENT LEARNING OUTCOMES														
		1.A	1.B	1.C	1.D	2.A	2.B	3.A	3.B	3.C	4.A	4.B	4.C	4.D	4.E	
COURSE NUMBER	AD101	B				B		B				B				
	AD102	B	B		B				B	B				B		
	AD103	B	B		B				B	B				B		
	AD104	B	B						B	B				B		
	AD105							B	B	B		B				
	AD115	I				B		B				B				
	AD116							B	B	B		B		B		
	AD117	I	B		B				B	B				B		
	AD118	I	B						B	B				B		
	AD119								B	B		B				
	AD201										B		B		B	B
	AD202														B	B
	AD203	I		B		B	B	I	I	I	B	I	B	I	I	B
	AMS200	I	B	B	B	B	B	I	I	I	B	I	B	I	I	B
	AMC210	I		B		I	B	I	I	I	B	I	I	I	I	I
	AMS210	I	I	B	I	I	B	I	I	I	B	I	I	I	I	I
	AMC300	A		I		I	I	I	A	A	I	A	I	A	I	I
	AMS300	A	I	I	A	I	I	I	A	A	I	A	I	A	I	I
	AMC310	A		I		I	I	A	A	A	I	A	A	A	A	A
	AMS310	A	A	I	A	I	I	A	A	A	I	A	A	A	A	A
	AMC400	A		A		A	A	A	A	A	A	A	A	A	A	A
	AMS400	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
	GE350												A		A	A
	AMC410	A		A		A	A	A	A	A	A	A	A	A	A	A
	AMS410	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A

B = Beginning level

Students can recite, describe and/or identify words, rules and/or definitions that are linked to the course information.
 Students can defend, convert and/or distinguish concepts in their own words.
 Students can apply concepts with guidance from instructor.

I = Intermediate level

Students can analyze and synthesize relationships between concepts in more than one context and with guidance from the instructor.
 Students can apply concepts in more than one context with guidance from instructor.

A = Advanced level

Students can apply concepts in more than one context with no guidance from instructor.
 Students can analyze and synthesize relationships between concepts with no guidance from the instructor.
 Students are able to distinguish between facts and inferences based on evidence.
 Students use previous learning to defend their decisions to demonstrate a specific concept.

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BACHELOR OF ARTS, ANIMATION CURRICULUM MAP

The curriculum map below indicates which courses within the Animation program help students achieve the Visual Communications Department’s Learning Outcomes.

		DEPARTMENT LEARNING OUTCOMES													
		1.A	1.B	1.C	1.D	2.A	2.B	3.A	3.B	3.C	4.A	4.B	4.C	4.D	4.E
COURSE NUMBER	AD101	B				B		B				B			
	AD102	B	B		B				B	B				B	
	AD103	B	B		B				B	B				B	
	AD104	B	B						B	B				B	
	AD105							B	B	B		B			
	AD115	I				B		B				B			
	AD116							B	B	B		B		B	
	AD117	I	B		B				B	B				B	
	AD118	I	B						B	B				B	
	AD119								B	B		B			
	AD201									B		B		B	B
	AD202													B	B
	AD203	I		B		B	B	I	I	I	B	I	B	I	B
	ANS200	I	B	B	B	B	B	I	I	I	B	I	B	I	B
	ANC210	I		B		I	B	I	I	I	B	I	I	I	I
	ANS210	I	I	B	I	I	B	I	I	I	B	I	I	I	I
	ANC300	A		I		I	I	I	A	A	I	A	I	A	I
	ANS300	A	I	I	A	I	I	I	A	A	I	A	I	A	I
	ANC310	A		I		I	I	A	A	A	I	A	A	A	A
	ANS310	A	A	I	A	I	I	A	A	A	I	A	A	A	A
ANC400	A		A		A	A	A	A	A	A	A	A	A	A	
ANS400	A	A	A	A	A	A	A	A	A	A	A	A	A	A	
GE350												A		A	A
ANC410	A		A		A	A	A	A	A	A	A	A	A	A	A
ANS410	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A

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BACHELOR OF ARTS, GRAPHIC DESIGN CURRICULUM MAP

The curriculum map below indicates which courses within the Graphic Design program help students achieve the Visual Communications Department’s Learning Outcomes.

		DEPARTMENT LEARNING OUTCOMES													
		1.A	1.B	1.C	1.D	2.A	2.B	3.A	3.B	3.C	4.A	4.B	4.C	4.D	4.E
COURSE NUMBER	AD101	B				B		B				B			
	AD102	B	B		B				B	B				B	
	AD103	B	B		B				B	B				B	
	AD104	B	B						B	B				B	
	AD105							B	B	B		B			
	AD115	I				B		B				B			
	AD116							B	B	B		B		B	
	AD117	I	B		B				B	B				B	
	AD118	I	B						B	B				B	
	AD119								B	B		B			
	AD201										B			B	B
	AD202													B	B
	AD203	I		B		B	B	I	I	I	B	I	B	I	B
	GDS200	I	B	B	B	B	B	I	I	I	B	I	B	I	B
	GDC210	I		B		I	B	I	I	I	B	I	I	I	I
	GDS210	I	I	B	I	I	B	I	I	I	B	I	I	I	I
	GDC300	A		I		I	I	I	A	A	I	A	I	A	I
	GDS300	A	I	I	A	I	I	I	A	A	I	A	I	A	I
	GDC310	A		I		I	I	A	A	A	I	A	A	A	A
	GDS310	A	A	I	A	I	I	A	A	A	I	A	A	A	A
GDC400	A		A		A	A	A	A	A	A	A	A	A	A	
GDS400	A	A	A	A	A	A	A	A	A	A	A	A	A	A	
GE350												A		A	A
GDC410	A		A		A	A	A	A	A	A	A	A	A	A	A
GDS410	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A

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BACHELOR OF ARTS, ILLUSTRATION CURRICULUM MAP

The curriculum map below indicates which courses within the Illustration program help students achieve the Visual Communications Department’s Learning Outcomes.

		DEPARTMENT LEARNING OUTCOMES														
		1.A	1.B	1.C	1.D	2.A	2.B	3.A	3.B	3.C	4.A	4.B	4.C	4.D	4.E	
COURSE NUMBER	AD101	B				B		B				B				
	AD102	B	B		B				B	B				B		
	AD103	B	B		B				B	B				B		
	AD104	B	B						B	B				B		
	AD105							B	B	B		B				
	AD115	I				B		B				B				
	AD116							B	B	B		B		B		
	AD117	I	B		B				B	B				B		
	AD118	I	B						B	B				B		
	AD119								B	B		B				
	AD201										B		B		B	B
	AD202														B	B
	AD203	I		B		B	B	I	I	I	B	I	B	I	I	B
	ILS200	I	B	B	B	B	B	I	I	I	B	I	B	I	I	B
	ILC210	I		B		I	B	I	I	I	B	I	I	I	I	I
	ILS210	I	I	B	I	I	B	I	I	I	B	I	I	I	I	I
	ILC300	A		I		I	I	I	A	A	I	A	I	A	I	I
	ILS300	A	I	I	A	I	I	I	A	A	I	A	I	A	I	I
	ILC310	A		I		I	I	A	A	A	I	A	A	A	A	A
	ILS310	A	A	I	A	I	I	A	A	A	I	A	A	A	A	A
ILC400	A		A		A	A	A	A	A	A	A	A	A	A	A	
ILS400	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	
GE350												A		A	A	
ILC410	A		A		A	A	A	A	A	A	A	A	A	A	A	
ILS410	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	

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