

Western Student Learning Results (Program Outcomes) for 2012

Source: Student

of Grads: 29

of Responses: 21

Program: Graphic Design

Outcome	Yes	No	Unk	NA	Result	Feedback
What did you like about this program?	42	0	0	0	100.00%	
	Yes					I like the projects. I really like the projects that related to things that we will be doing in the industry. Also, the instructors are very friendly and easy to approach.
	Yes					Ken Hey needs to give more time to work on earlier stages of the design process.
	Yes					I feel confident in that my knowledge gained from strategic marketing, advertising and communication of products will help me be competitive in my search for a real job.
	Yes					I love how the instructors really care about the success of the students in the Graphic Design program. It is a friendly atmosphere where students can approach instructors with questions, problems or ideas. Before switching to Graphic Design, I was in a program where the instructors were not helpful and if you didn't understand something... that was your problem.
	Yes					Yes, I feel this has been the goal of the teachers for the students. Many projects included us doing research based on current times in what would be acceptable, effective and successful.
	Yes					I liked the hands-on experience overall. I liked the variety of media we used and the actual production part with using the cutting and binding machines and devices. The teachers were friendly and helpful. I liked how the teachers told us about their past experiences and what they learned from it.
	Yes					I felt that with Barb Fischer's classes that I didn't really accomplish a lot of strong work. I know that she also entered students into a lot of competitions for our work which I felt wasn't necessary because I didn't feel we were able to be a little more creative with our work because there was a lot of criteria we had to meet in order to complete projects. When going through my work I found that I wasn't really able to choose from the projects from her class and I was a little disappointed. I felt too sometimes her assignments and projects weren't as college-level as they should be. We did a lot of cutting shapes out of paper and I didn't find that to be very useful, but rather a waste of time that could have been used for more extensive projects.
	Yes					I have achieved this. The design fundamentals class touched upon basic layout and movement that makes a design eye-catching and effective.
	Yes					I learned so much, it's hard to put it into words. I'm excited about where my career will be able to go now that I've completed this program. I've always enjoyed art, and I feel that this has been a great decision for me to continue my education.
	Yes					I like the critique sessions. Teachers are very caring and take the time to help you out.
	Yes					In this program, I enjoyed the amount of projects that were necessary to develop our software skills.

Outcome	Yes	No	Unk	NA	Result	Feedback
	Yes					I like the hands on approach to learning and the relationship that you develop through being at student at Western. The program has challenged me to grow as a student and a person.
	Yes					I've learned so much about the principles of design, and I know that I'll be able to use these tools to develop any project in the future.
	Yes					I feel that I have to tools to come at marketing strategies in multiple ways. Whether it's web, print, and even a flash project. I know what a company wants and how to employ my skills to effectively produce marketing products.
	Yes					I like how the instructors make sure we are fully prepared for real world work experience. Meaning, I've seen a lot of work done by people already in the job that make mistakes that we are taught not to.
	Yes					The Graphic Design and Marketing class was extremely helpful.
	Yes					I liked to personal relationships I have had with classmates and select teachers. It has enabled me to be more open minded with my designs and inspirations. I really enjoyed the critiques.
	Yes					This program was great for the challenging projects that improved my skills in each class. Every project was up to date and current with the times of technology.
	Yes					Base on the curriculum for this program, I have found that different types of projects you do for each class are very varsital which really help create you portfolio in the end.
	Yes					This program has allowed to think and sometime even step into the mind of the client, and what the view should see of the final product. Example find Balance and Unity and many more in a design.
	Yes					My Design Fundamentals class with Barb Fischer gave me a thorough explanation of the design principles and have been able to successfully apply it to all of my design work with ease.
	Yes					I like how the class sizes are small enough where you feel like you can build a relationship with your teachers and classmates. Having the creative center lab and production center area is also very nice because you have access to the computers and programs outside of class.
	Yes					I really enjoyed how hands on the program was and that there was never a dull moment.
	Yes					B.U.M.P.E and the 4 p's thats all i need to say.
	Yes					I really feel that all the projects that was in the curriculum is going to be very helpful when we actually go on the real world.
	Yes					again, because I was working in the field before I entered the program, I often applied the principles of design based on if the piece was visually pleasing to me. Now I can actually apply the principles based on being educated to do so.
	Yes					I really like how hands on this whole program is. There is a great balance of lecture and project learning. I think the time and thought that has gone into improving the department (creative center) has made this program excellent. Prior to entering the Graphic Design program at WTC, I had worked as a Graphic Designer for about 4 year. I am so glad I decided to get the degree because I learned so much that I couldn't have on my own.

Outcome	Yes	No	Unk	NA	Result	Feedback
					Yes	I personally have learned a lot about design. For example, just positioning a word, or choosing typography and the placements of words play such a huge role in design. And I'm glad to say that I know now.
					Yes	Marketing and Advertising class helped me understand what are important factors to look for in a target market. I also learned a little about the history of advertising and how it has changed.
					Yes	I really like this program. The instructors are helpful, understanding and actually take the time to really make sure that the student does a great job and that we are prepared for the future. The projects are fun and it's surprising to see how far we have come since our first semester at Western. Just the progress is more than enough to feel satisfied.
					Yes	teachers, the informative classes that knowledge and experience i can use on the job.
					Yes	I liked the teaching methods by going over examples with the class
					Yes	Yes. I learned a lot about marketing in Craig's class. I also took the Marketing class in the Business building which really has helped me to understand target markets and communication a lot better.
					Yes	Taught students how to advertise and taught students how to understand the concept of it a lot better.
					Yes	I enjoyed the teachers, they are personable, helpful, and friendly. It has really taught me a lot about why design is the way it is, and what makes design good. The projects were helpful in that they are similar to projects I would imagine I will receive in the real world.
What would you change about this program?	42	100.00%	0	0	0	
					Yes	Some instructors give us a reasonable amount of time to do our projects, while other instructors do not. I feel like sometimes we are learning things that are irrelevant to the class. Like, instead of learning something we had previous learned in the beginning of the course, we could all really use the time in class to work on our projects. And so I would definitely correct these wasted time in class to actually do something beneficial. Also I have realized that if it is a work day, some students show up for attendance and then leave. Well if they do leave, that is not the instructors concern if they do not finish their project in time, or if their outcome of their work is not as great as it can be. So I just think those students have no right to complain. I feel like some students are FULL OF EXCUSES. And it really makes me mad and annoyed. In the real world of graphic design, there is no sympathy. It's your fault the work is not finished. I can easily say the same thing, like, "i didn't finish my project because my dog ate my homework." Point taken?
					Yes	Nothing!
					Yes	I would make it a requirement to take HTML in addition to Web Design
					Yes	help students to get internships
					Yes	See answer for first question.

Outcome	Yes	No	Unk	NA	Result	Feedback
	Yes					yes I think we you each adobe program enough and had enough assignments that allowed us to really feel good about the software that we had to use.
	Yes					I would love more web information, because the world is going every day with new technology and moving to many just web thing. So it is my belief that we can only grow as designers by understand new form of web and different types of thing that can be done on the web.
	Yes					I have been very happy with how fast I've learned the software, but I will say that after taking Photoshop and Illustrator the first semester and then not using it the second semester, I forgot most of what I had learned. Perhaps it should be required in the curriculum that there can't be a gap in between, to prevent this from happening to future students.
	Yes					The instructors assigned really good homeworks that let us practice our skills a lot more.
	Yes					Even though many projects were up to us to create, there were still a few projects that other students will have in their portfolio.
	Yes					I would like to have a little more web design experience, because I felt that I didn't quite have enough, and also do a few more projects where not every year the same classes do.
	Yes					I would say yes but I do go back to my last answer on where the market is going and how we can keep up on the newest technology.
	Yes					Maybe include a webdesign 2 class as well as a photoshop 2 class? I would like to be more proficient in these areas.
	Yes					Would like more education on Dreamweaver and Photoshop
	Yes					I would update some of the areas of where the graphic design field is headed. This is a field that changes so fast and we have to stay up on all the latest software and techniques. I would possibly incorporate a mobile device application class to better inform the students of the technology that is emerging. I would also add either another HTML class or have Flash 2.
	Yes					Add more classes on Web Design
	Yes					I wish that Ken Hey had a website. It's been really difficult at times to follow along with his curriculum just by looking at my notes from class. Life is busy and most instructors have websites to remind us of what's coming up.
	Yes					Deadlines should be announced in the very beginning of semester, even if they change later.
	Yes					I feel that some of the classes need a second class to go along with it to go more in depth, because there is a lot to learn and sometimes people can forget
	Yes					I have had previous experience in high school with some programs, but coming here, my knowledge has grown drastically. I used to hate InDesign, but now it's actually one of my favorite softwares.
	Yes					The software here is excellent, always using the newest versions. I have learned a ton. Some of the equipment could use updating.
	Yes					I would have the HTML class required for the program and have students take it before taking Web 1.

Outcome	Yes	No	Unk	NA	Result	Feedback
	Yes					Before entering the graphic design program, I had no knowledge of the CS5 programs and why they were necessary. Illustrator was not my friend at first but as we used the program throughout the two years I became very comfortable. InDesign was the same for me, I love how after the first year you keep using all of the programs in projects. I noticed through my job searches in Portfolio class that every company looking for an employee requires knowledge of the Adobe programs.
	Yes					Allowing more in class time to work on bigger projects would be very helpful, especially during the second year. Classes taken during the second year can be grueling without the opportunity to get help from instructors. The option to email work to get feed back is great but instructors are not always available to help because they do have a life outside of class. When they are able to respond to emails, it is usually something that should be discussed in class anyway for better results.
	Yes					It might be helpful to have other software available for use other than the Adobe Suite. There are many 3D modeling programs, along with other programs that we might be forced to use in jobs other than the Adobe Suite.
	Yes					I would add more information on printing, seeing as how this is a technical college, and that is more of a technical skill as opposed to just the design aspect of it.
	Yes					Web design is such a huge thing now and many companies are looking for Graphic Designers that are advanced in web design. It would have been nice to have two or three classes in web rather than one. Starting with the very basics and then moving to advanced. I feel like we were put directly into the advanced without being taught the basics.
	Yes					I would like the instructors to be more incline to remove a student or students from class that are being disruptive and are slowing down the learning experience for the rest.
	Yes					Absolutely, shortcuts were taught for efficiency, tutorials were done upon request and teachers were more than willing to help troubleshoot problems making it a complete learning opportunity for ourselves and other students.
	Yes					I would like to take an advanced Photoshop class if we offered it. In the final year (final semester especially) it would also be nice to brush up on all the Adobe programs more.
	Yes					I would change a few teachers' teaching methods. It wasn't only myself who struggled a lot with Ken's classes. He was always all over the place with his notes, his presentations and his schedule. I think Craig has the best teaching strategy and think I would have gotten more out of my other classes if they would have been more like that.
	Yes					All programs were taught thoroughly to me when I took classes with Eddie Hale. He always is willing to help you and will even teach you things not included in the curriculum if you ask!
	Yes					I would consider having the creative center and production center open for longer hours and also on Saturdays for students.
	Yes					I have learned so much within the Adobe Suite. Before attending here I was slightly knowledgeable in Photoshop. Now, I can efficiently work in Photoshop, InDesign, Illustrator and Dreamweaver.

Outcome	Yes	No	Unk	NA	Result	Feedback
					Yes	I have definately came a long way with the Adobe programs. When I began the program I only knew Photoshop and InDesign. The teachers and classmates were very helpful with teaching me the other programs. I also feel comfortable using the big cutting machine now. Everything was intimidating at first, but now I feel at ease with using it. It helps for teachers to have handouts on their websites for easy access and reference. I often lose my printed handouts.
Use effective communication skills.	42	100.00%	0	0	0	
					Yes	I have become a lot stronger in my communication skills, because listening to who the customer is for each project and what they're looking for has really made me think about applying this to real life customers after I graduate.
					Yes	The projects we have done really implemented this. It is nice to have a set schedule for when certain things are due for a project. Critiques in between really helped make the design the best that it can possibly be.
					Yes	The creative process has been really important for me to learn, and I feel that the basic steps of sketching, thumbnails, and roughs will be something I use forever.
					Yes	Yes, I think I have used effective communication verbally and through my design.
					Yes	In my previous program we touched on communication skills but in the Graphic Design program it is very different. In each class we had class critiques and group projects that forced students to improve on communication skills. I was very shy at first but after my first semester I became comfortable. I was able to communicate my ides better and accept constructive criticism on my work.
					Yes	All of the projects for first and second year required us to have the "WOW" factor in our work. From brainstorming,thumbnails to detailed roughs, we were expected to show how creative our projects could be.
					Yes	Not entirely sure what this means, but problems occur throughout the entire design process and learning to roll with the punches can be important to the process.
					Yes	I have learned how to better critique, and be critiqued than I was when I first entered the program. It is important to be able to take feedback, and sift through bad ideas and good ones.
					Yes	Taking general eds first is a good idea.
					Yes	I always tell myself that I am bad at speaking in public. But after taking speech class and learning/watching my instructors speak, I definitely have gotten better at speaking in public.
					Yes	yes they did a good job doing this.
					Yes	Even though I am very uncomfortable getting up in front of people, I feel like it was great experience and have done it many times in the last two years.
					Yes	This was my favorite thing to learn. I use this often now at work.
					Yes	I am able to talk the talk or understand the lingo of graphic design in order to communicate more effectively with future employers.
					Yes	I find myself always following through with research, sketches, mock ups and final drafts, instead of skipping around so much like I did before.

Outcome	Yes	No	Unk	NA	Result	Feedback
					Yes	The in class critiques have really helped my communication skills with other students and teachers. I feel more comfortable now talking and meeting with future employers and clients.
					Yes	I have learned a lot and in doing so, my creative process has changed for the better. Each project I do, I definitely incorporate my past experiences in them.
					Yes	Through critiques, getting in front of peers to talk about designs becomes second nature and something I always look forward to
					Yes	The creative process at Western is a great process and the instructors have showed us that it has worked. I love to be creative and I think Western nurtures that.
					Yes	I think there should be more in depth presenting so students get more practice come interviewing time and portfolio review
					Yes	Deadlines and workback schedules helped work be finished by due dates.
					Yes	We were able to achieve this by have critique and sometimes multiple critiques.
					Yes	I think we also had to do enough presentations and group work that allowed us to learn how to communicated and talk about our designs.
					Yes	I feel like this is maybe something that should be worked on a little. When we did class critiques it was sometimes hard because most students didn't want to speak up and give their suggestions. I feel like this needs to be addressed because when you get a job they are going to expect to hear your thoughts and want your feedback, especially if it is in a team setting.
					Yes	The presenting of our work in a one on one/group roleplay simulation of clients was definitely helpful with communication.
					Yes	Troubleshooting was extremely helpful for this.
					Yes	My communication skills have only gotten better since I've been here at Western and continue to improve. Having critiques of our work and presentations also helps with the communication process.
					Yes	In your first year classes it is drilled into your head to start with sketches and then finish up with the computer. This is a very effective method that allows you to think your whole process through.

Apply mathematical concepts.	41	97.62%	1	2.38%	0	0
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Yes	Math is still not a strong concept for me, but I am getting better and use it as much as possible when designing to meet a clients needs.
Yes	The required class for this program was very difficult for me. Most of the stuff we had to learn in that class I will never use again.
Yes	Ethical behavior in any creative field is necessary and Western has taught me the ethical standards to have.
Yes	This could be touched on a little more. Ethics class covered some of this, but not all.
Yes	I found the ethical and legal aspects of design to be very interesting, and not something I had really thought of before. Learning about this in school has definitely helped me to shape my views on many issues, and this will be something I will reference in the future.

Outcome	Yes	No	Unk	NA	Result	Feedback
					Yes	I think it is very good to have this ethics class, but I had to drop Weidenbach's class because I was expected to be a philosopher (which I am not even close). Then I tried again and did really well with the instructor until he took another job with 4 weeks left of class...the instructor that took over was another Weidenbach, I ended up with an AB when I was getting an A the whole class until she came.
					Yes	Thought many print and web pieces
					Yes	we had to learn how many pixels in every inch. How to format image to the right size for reproducing the image, depending on the final outcome of the project. Example would this 72 px is = 1 inch
					Yes	An ethical business thing that we as designers need to know is it is not right to steal other people work. You need to have permission before using something that is not yours.
					Yes	We did real life projects and used this so I thought this was important. I like how we did real life projects using these things because it gets us ready for the "real" world
					Yes	I don't feel like we really covered what ethical design would be. Other than finding the good in a design, which I don't view as ethical design.
					Yes	greatly.
					Yes	This was mostly used in InDesign when we created brochures or multi-page documents. It is very important to understand and apply the concepts so that the final product is printed and put together right.
					Yes	Any computer illustrations done had to be our own and not redrawn from someone else's work.
					Yes	I have a strong math background, but didn't realize how much I would use math in this program until I started classes. I used math in many of my projects, especially in web design for almost all of the beginning steps.
					Yes	This is very important. Before I was interested in graphic design I had no idea certain things were copyrighted.
					Yes	The mathematical concepts are fine. My mathematical skill was great before I attended Western.
					Yes	Yes, I have gained a lot of experience and the instructors have prepared us for the future. And for that, I have to thank each and everyone of them.
					Yes	yes
					Yes	Math was a core skill used to complete a lot of projects by using addition, subtraction, multiplication, division and percentages.
					Yes	I was always good at math
					Yes	could be more
					Yes	I have learned that you can always give someone a critique, but you have to do it right. Don't do it to be a jerk, do it to help people and make yourself a better designer.
					Yes	yes
					No	Math has nothing to do with design aside from scaling and degrees of rotation

Transfer social and natural science theories into practical applications. **39** 92.86% **3** 7.14% **0** **0**

Yes Well, there's only one way to find out if it works or not.

Outcome	Yes	No	Unk	NA	Result	Feedback
					Yes	I feel like this is a huge part of graphic design since we are trying to advertise to people, we need to understand how they think, and what their lives consist of
					Yes	I can't stop critiquing any piece of advertising or artwork now.
					Yes	Social science and human behavior is always present when considering who your customer is for advertising, marketing, and communication. Art is often created when inspired by something in real life - the natural process.
					Yes	yes
					Yes	Very good critiques in the Graphic Design program.
					Yes	Craig Kunce does a great job explaining this in portfolio class
					Yes	This was done in either small group critiques or large critiques.
					Yes	Researching the client made it able for me to create an effective piece for client with successful results
					Yes	We had many presentations in classes and in May we will present our work in a formal, professional environment.
					Yes	I think the social and nature science classes have been very helpful in my education here at Western.
					Yes	I have enjoyed learning how to communicate why I chose to design a piece the way I did.
					Yes	Some of our projects required knowing some history of art, social media and other practical applications to create and follow specifications of projects.
					Yes	yes.
Demonstrate ability to think critically.	42	100.00%	0	0	0	
					Yes	There were some group projects that were timed.
					Yes	Many of the classes required us to get in groups and collaborate. I think that is the greatest way to get creative ideas rolling.
					Yes	It has been good to learn how to think critically as well as learn how to take criticism.
					Yes	Mapping out projects with drawings to computer and then making adjustments as needed to create well thought out finished projects
					Yes	We worked regularly with each other and our teacher which also really gave us the feel how to work with clients. Also building a marketing booklet allowed us to get the feeling something might do for an industry. Along that many of us encourage to do freelance work. Where really got to experience what this is like.
					Yes	always have
					Yes	For advertising class we study service learning which requires us to collaborate with non-profit organization clients.
					Yes	You need to know sometime what maybe visual good to you might not be what is for that of the client. Also by going through process of brainstorming, thumb nails, and ruff to the final product allows you think critically how something should be made and how something should visually appealing.
					Yes	Yes

Outcome	Yes	No	Unk	NA	Result	Feedback
					Yes	It is important to be able to have your ideas understood, and to understand others. I feel like most people graduating from these classes don't have a grasp on critiqueing, they either don't know how to be understood, or won't express their ideas. I have always been good at this, I love group work, and feel I can work well with anyone and everyone at anytime
					Yes	I wish there was more of this. We are encourage to go out and do this on are own. But it would be nice if there are a few more project that would help the local community and give students a chance to see there work use for local promotions.
					Yes	I can think critically.
					Yes	This program has been a struggle, but at the same time it made me realize things I wouldn't have otherwise. It made me bring out my potential and passion for this program.
					Yes	I wish this could be a little better. Maybe better outreach to industries not around this area.
					Yes	We were allowed to actually work on projects for class assignments that were from actual clients, and I like that
Demonstrate ability to value self and work ethically with others in a diverse population.	21	100.00%	0	0	0	
					Yes	Yes
					Yes	By looking at is and questions what makes visual sense and try to see it from other persons view.
					Yes	refer to my previous statement...
Use technology effectively.	21	100.00%	0	0	0	
					Yes	I really love that I am now able to use a Mac as well as the PC
					Yes	Yes
					Yes	Yes, I have a mac and home, and now I know more about it.
					Yes	Again we use ever soft wear regular and also had to work with printer and cutting regular. Which gave us a firm understand how the industry works.
					Yes	Any works created in the Adobe programs were to be clean, well designed and portfolio worthy.
					Yes	Eddie Hale and Craig Kunce excel in this area. They provide the perfect balance of giving you the knowledge of what you need to know to use the tools and time for you to use the tools and develop your craft with the tools given. I feel, Barb Fishcer & Ken Hey over explain the tools and leave many students puzzled.
					Yes	I have learned a lot about the programs that we use in this field. Along with tutorials I have taken, I believe I have a firm grasp of all the programs covered
Make decisions that incorporate the importance of sustainability	21	100.00%	0	0	0	
					Yes	when creating logos we were encourage to creating something that would be memorable.
					Yes	Yes

Outcome	Yes	No	Unk	NA	Result	Feedback
					Yes	The idea of being green is a constant in the classes I have taken. I think it would be helpful for all teachers to move to a purely web based information format so we don't have so many papers all the time.
Aggregate Assessment of Achievement	311	98.73%	4	1.27%	0	0