GRAPHIC DESIGN AAS
PROGRAM REVIEW SUMMARY AND ACTIONABLE INSIGHTS
Conducted by IEC February 22, 2023

A. Summary of Program Strengths

- Hands on learning and real-life experiences available throughout the program of study; communicate with clients and creating deliverable products for authentic clients
- Instructor qualifications and background experience in the industry
- Strong advising model
- Strong advisory board input on curriculum
- Strong emphasis on production aspect of the industry
- Understanding and use of assessment of student learning
- Cost-savings value of the print shop services provided by the department and the students
- Student portfolios

B. Summary of Program Challenges

- Technology is always changing and can cause development of projects not ready for production
- Persistence fell off during the 2021-22 academic year; (covid impacted opportunity to do the production aspect and work with the equipment or talk to the clients)
- Space is a challenge with the large production equipment
- Program enrollment is low

C. Actionable Insights

- Track impact of the different recruitment materials that have been developed for CTE and other programs
- Promote Graphic Design to high school students to reach enrollment caps of 10 freshmen and 10 sophomore students

D. Program Action

☒ Retain program of study as is

☐ Expand program of study to another level, specialty, or delivery option

☐ Revise program of study to better meet the needs of students, current labor market or industry

☐ Consolidate program of study with another program

☐ Terminate program of study

E. Institutional Support Needed and/or Committed to Carry Out Action

Continue to support recruitment for the Graphic Design program;
Support for purchase of a new cutter (equipment).

F. Follow Up

Follow Up Date: Academic Year 2026-2027

Next Full Review Year: Academic Year 2026-2027