



**COGNITIVE DOMIAN:** Knowledge; what graduates will know.

*Knowledge and Comprehension*

- ◆ Good understanding of graphic design software
- ◆ Understand the importance of thinking both practically and creatively in developing design solutions
- ◆ Comprehend basic research skills

*Application*

- ◆ Ability to interview clients for the purpose of gathering pertinent information to identify design needs
- ◆ Ability to analyze and synthesize information to develop creative design solutions
- ◆ Ability to troubleshoot when things go wrong

*Analysis, Synthesis & Evaluation*

- ◆ Critical Thinking Skills: How to think through a graphic design problem and develop a strategy and concept
- ◆ Appreciation of how to promote themselves to clients with a portfolio, job-seeking and interview skills.

**AFFECTIVE DOMAIN:** Attitude; growth in feelings or emotional areas

- ◆ Motivated to teach him/herself in order to keep up with changes in field (lifelong learner)
- ◆ Creative
- ◆ Hardworking

**PSYCHOMOTOR DOMAIN:** Skills; manual or physical

- ◆ Conduct basic research (e.g. web searches) to gather relevant data and information to solve a design problem
- ◆ Good grasp of graphic design software
- ◆ Ability to prepare files for publication in both traditional and electronic formats
- ◆ Ability to use relevant hardware: scanners, digital camera, printers