

Program Educational Objectives of Fine Arts major in Visual Communication

The fine arts major in visual communication alumni three to five years after graduation shall:

1. Effectively practice the use of art and design devices in developing communication campaigns through traditional and non-traditional media
2. Be a recognized professional in advertising industry and in creative media and marketing
3. Adhere to professional and ethical practice in art, design and management

Student Outcomes

The following skills, knowledge, and behavior are expected to be attained by students as they progress through the program:

- a. Ability to apply knowledge of art and design and competence in the field of fine arts
- b. Ability to conceptualize and apply the principles of design in creative output
- c. Ability to design a system, component, or process to meet the desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability, in accordance to standards
- d. Ability to function on multidisciplinary teams
- e. Ability to transform concepts into artworks
- f. Understanding of professional and ethical responsibility
- g. Ability to communicate effectively
- h. Broad education necessary to understand the impact of fine arts design output in a global, economic, environmental, and societal context
- i. Recognition of the need for, and an ability to engage in life-long learning
- j. Knowledge of history, culture and contemporary arts
- k. Ability to use techniques, skills, and modern fine arts tools necessary for fine arts practice
- l. Knowledge and understanding of engineering and management principles as a member and leader in a team, to manage projects and in multidisciplinary environments.