

BA in Design Studies

Program Learning Outcomes

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Students who successfully complete this program shall be able to:

1. **General Knowledge and Essential Skills:** Design work that demonstrates fluency with visual vocabulary, principles, composition, and excellence in craft and technical skills, developed with familiarity with professional standards, contemporary issues, and technological developments in design.
2. **Inquiry, Research, and Critical Thinking:** Construct innovative design solutions that result in measurable outcomes, through research, conceptualization, and synthesis of information, and using narrative devices and visual metaphor.
3. **Visual and Written Articulation:** Communicate effectively through written and oral presentations that demonstrate proficiency in the aesthetic, practical, and technical aspects of ideation, production, and criticism of design solutions.
4. **Cultural Literacy and Sensitivity:** Articulate, critique, and apply the historic, social, and theoretical contexts of visual communication by demonstrating knowledge and sensitivity towards diverse audiences and points of view.
5. **Faith Integration:** Demonstrate a sense of responsibility and ethical awareness as they evaluate design and developments in the field of design in light of a Christian worldview.