Xd PROGRAM LEARNING OUTCOMES

1. **Cognition:** *Students earning a Bachelor of Fine Arts in Xd will demonstrate cognitive skills that are indicative of the communication professional.*

   Students will be able to

   a. Demonstrate a working knowledge of the industry ethics, practices and standards for creating experiences between user and product, consumer and brand (ex: responsive design, Google material, creative processes, etc.)

   b. Critically analyze and summarize a situation prior to attempting a solution (ex: Kipling Method, Problem Statement, Setting product goals and objectives. Presentation/analysis of personas, scenarios, and beta testing, etc.)

   c. Demonstrate the ability to address a problem with creative exploration and design thinking methodology

   d. Demonstrate a working knowledge of a creative brief and business plan and the role they play in outlining the future potential of a project or creative solution

   e. Absorb and synthesize feedback from multiple sources (peers, faculty, consumers, clients) and respond professionally to improve the work

2. **Concept (Creativity):** *Students earning a Bachelor of Xd will demonstrate the ability to develop audience driven, creative solutions that are solidly based on strategy and supported by in-depth research, analysis and documentation.*

   Students will be able to

   a. Conduct and apply extensive research and analysis to successfully create memorable solutions to real-world problems (ex: brand experience, user interface, user experience, etc.)

   b. Apply strategic positioning and marketing principles to successfully address audience driven problems (ex: social media, apps, prototypes, language, business plan, etc.)

   c. Creatively combine visual content and language into targeted creative solutions (ex: decks and prototypes, apps, websites, multi-product systems, integrated solutions, etc.)

   d. Apply effective storytelling techniques to create a strong, appropriate narrative (ex: day in the life, design flows, brand personality, etc.)

   e. Execute creative content AND/OR complete solutions that are focused, simplified and devoid of unnecessary or unrelated elements or content

3. **Continuity (Scalability/Cohesion?):** *Students earning a Bachelor of Fine Arts in Xd will display proficiency in developing cohesive, extendable and/or scalable creative solutions consistent with project or client requirements.*

   Students will be able to

   a. Transform rough ideas into professional level rapid prototyping OR proof of concepts (ex: key features, wireframes, paper screen flows, pop app, case study video, sketchbook, etc.)

   b. Persuasively write AND/OR create diverse visual content in a variety of styles that communicate to a wide range of audiences

   c. Create professional level visual communication that is scalable and can expand an experience or brand image (ex: creative writing, portfolio pieces, etc.)

   d. Effectively employ a range of channels that expand the connection to a target audience (ex: digital, social, non-traditional executions, etc.)

   e. Execute entire project with attention to detail and cohesiveness from idea through finished product (ex: research, strategy, copywriting, project pitch, architecture, wireframes, prototypes, UX/UI design, presentation, etc.)

Xd PROGRAM LEARNING OUTCOMES

4. **Craftsmanship (Execution?) (Process, Tools & Skills):** *Students earning a Bachelor of Fine Arts in Xd will exhibit the proper and precise use of the creative professional's **process, tools and skills** to complete a professional product worthy of presentation.*

   Students will be able to

   a. Demonstrate a working knowledge of the appropriate tools and capabilities of primary industry software programs (Adobe CS, After Effects, Keynote, iMovie, etc.)

   b. Methodically plan, schedule and consistently document process throughout project development

   c. Visualize and rapidly communicate multiple, potential solutions using sketches and brainstorming techniques (brainstorming, sketchbook, etc.)

   d. Construct meaningful communication solutions using either successfully written content (spelling, grammar, structure, etc.) OR appropriate design tactics and principles.

   e. Write, organize, build and deliver effective presentations OR case studies with clarity, precision and timing (ex: Keynote, video of presentation, persuasive speaking skills, etc.)

5. **Collaboration:** *Students earning a Bachelor of Fine Arts in Xd will demonstrate the ability to successfully collaborate in situations commonly encountered in the communication industry.*

   Students will be able to

   a. Contribute ideas through brainstorming OR other co-creation with others (ex: mind maps, architecture, scenarios, audience, etc.)

   b. Demonstrate professional behavior when participating in a team environment (ex: attends group meetings outside of class, communicates with teammates in a timely manner, is respectful of other's ideas and contributions, etc.)

   c. Meet timelines and deadlines to deliver work according to a project schedule

   d. Perform as an effective member of the team, producing quality work within a collaborative structure

   e. Define roles, percentages, and resource allocations within an established partnership