

# Program Review

## Executive Summary

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### Graphic Design

Majors Reviewed:

- *Graphic Design (BGD), B.S.*
- *Advertising Art (AR), A.A.A.*

July 2021



**Pennsylvania**  
**College of Technology**

A Penn State Affiliate

Penn College's two-year Advertising Art and four-year Graphic Design programs produce graduates with real-world, contemporary skills that make them attractive candidates for positions in the field. The high job placement rate that graduates experience is a testament to the training that students receive.

The graphic design faculty are exceptional, with diverse educational backgrounds and industry experience. They remain active and dedicated to their craft, presenting at conferences and shows and publishing meaningful work. Students have access to modern equipment and facilities that provide the foundation for the development of relevant skills. Hands-on projects are incorporated into virtually every program course which allows students to leave the program with practical experience and several tangible products that demonstrate their creativity and skill.

The program review highlighted many strengths in the AR and BGD programs. Some of these strengths include a dedicated, talented faculty; a strong foundation curriculum; real-world-based design emphasis; and a diverse curriculum that is dynamic and remains current in the graphic design field. In addition to the curriculum, the equipment and dedicated lab facilities are state-of-the-art. Additionally, faculty serve students across campus by teaching courses within the general education curriculum as well as required ART coursework in other programs. Faculty and students engage the campus and broader community through a number of service projects and outreach.

The AR and BGD programs continue to strive for excellence in this ever-changing discipline. This is confirmed by a positive placement rate in the graphic design field, winning international, national, and regional design awards, and alumni working for companies including Facebook, Twitter, YouTube, Disney, Virginia Lottery, and Yuengling.

**Recommendations to maintain program excellence include the following:**

1. Explore adding a minor in UI/UX (User Interface/User Experience) design.
2. Renovate CC 286 G to be a dedicated photography studio lab for PHO 230 Commercial Photography and PHO 150 Digital Photography.
3. Continue integrating social media into the curriculum as recommended by the advisory committee.
4. Explore developing a dedicated critiquing/collaborative classroom environment for 300 and 400 level design classes.