Standing Requirements
SLO/Performance Indicator

GRAPHIC DESIGN DEPARTMENT Outcome Set

1. Solve Problems
Use knowledge of the graphic design field to solve creative problems.

Performance Indicator	Mapping
1a. Demonstrate a solid working knowledge of graphic design hardware and software.	**Lakeland Learning Outcomes:** 15a, 15b
1b. Use knowledge of business practices to effectively function as a graphic designer.	**Lakeland Learning Outcomes:** 4, 5, 6a, 6b
1c. Demonstrate creativity in conceptualizing ideas that achieve the goals of a project.	**Lakeland Learning Outcomes:** 11, 12, 12b, 13, 6a, 6b

2.Think Critically
Generate creative design solutions for a wide variety of communications needs.

Performance Indicator	Mapping
2a. Apply business knowledge relevant to various aspects of graphic design.	**Lakeland Learning Outcomes:** 16, 8a, 8b
2b. Use critical thinking to explore options and select the appropriate approach.	**Lakeland Learning Outcomes:** 14, 4, 5, 6a, 6b, 7
2c. Preflight and prepare files for print or digital projects.	**Lakeland Learning Outcomes:** 15a, 15b, 16, 17

3. Communicate Effectively

Demonstrate effective communication skill.

Performance Indicator	Mapping
3a. Demonstrate effective verbal and written communication skills.	**Lakeland Learning Outcomes:** 9a, 9b
3b. Clearly communicate reasoning behind visual projects.	**Lakeland Learning Outcomes:** 10, 11
3c. Use the appropriate form(s) of expression.	**Lakeland Learning Outcomes:** 12, 12b

4. Use Technology Effectively

Use the appropriate graphic design technology.

Performance Indicator	Mapping
4a. Use technology to access and manage information.	**Lakeland Learning Outcomes:** 15a, 15b
4b. Use technology to demonstrate fundamental design skills.	**Lakeland Learning Outcomes:** 15a, 15b
4c. Use effective learning strategies to manage technology changes in the field.	**Lakeland Learning Outcomes:** 15a, 15b, 2

5. Manage Projects Effectively

Demonstrate effective organization skills.

Performance Indicator	Mapping

5a. Demonstrate planning skills in managing simultaneous projects.	**Lakeland Learning Outcomes:** 1, 2
5b. Organize different sources of material into a cohesive unit.	**Lakeland Learning Outcomes:** 10, 11, 12, 12b
5c. Demonstrate time management skills.	**Lakeland Learning Outcomes:** 1, 2

6. Maintain Professional Standards

Demonstrate professional practices and standards of the graphic design field.

Performance Indicator	Mapping
6a. Examine issues relevant to professional responsibilities in graphic design.	**Lakeland Learning Outcomes:** 18a, 18b, 19, 20a, 20b, 21
6b. Critique the process used to create a design project.	**Lakeland Learning Outcomes:** 11, 13, 6a, 6b
6c. Present a graphic design portfolio simulating a professional interview.	**Lakeland Learning Outcomes:** 10, 11, 12, 12b, 13, 9a, 9b
6d. Collaborate effectively with others in a variety of situations.	**Lakeland Learning Outcomes:** 20a, 20b

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