

# GRAPHIC DESIGN (GCAD)

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## SUMMARY OF DATA ENROLLMENT

Major	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	Total
▼							
GCAD - Graphic Design	36	41	41	45	43	36	148
<b>Total</b>	<b>36</b>	<b>41</b>	<b>41</b>	<b>45</b>	<b>43</b>	<b>36</b>	<b>148</b>

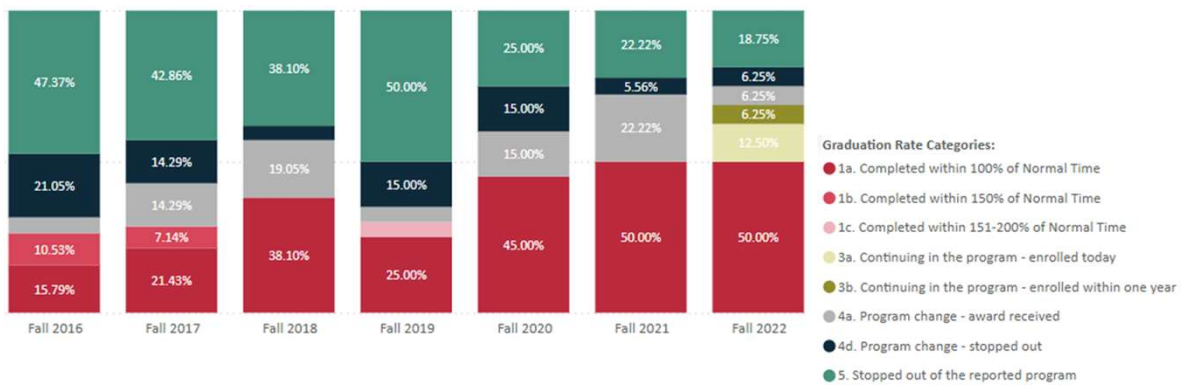
Average yearly enrollment 24.6 students a year



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## SUMMARY OF DATA COMPLETION



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## SUMMARY OF DATA RETENTION

Retention: Fall Start				
Start Term	Program Enrollments	Retained to Fall	% Change	
Fall 2016	19	5	-73.68%	
Fall 2017	14	6	-57.14%	
Fall 2018	21	8	-61.90%	
Fall 2019	20	10	-50.00%	
Fall 2020	20	11	-45.00%	
Fall 2021	18	10	-44.44%	
Fall 2022	16	11	-31.25%	

Persistence: Fall Start				
Start Term	Program Enrollments	Persisted to Spring	% Change	
Fall 2016	19	10	-47.37%	
Fall 2017	14	10	-28.57%	
Fall 2018	21	13	-38.10%	
Fall 2019	20	16	-20.00%	
Fall 2020	20	14	-30.00%	
Fall 2021	18	12	-33.33%	
Fall 2022	16	13	-18.75%	



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## CONTINUING IMPROVEMENT BASED ON DATA

- **Enrollment Efforts**

- Recruiting to local High Schools

- Promotional material to support recruitment activity

- 18 High Schools contacted, 16 visited, 178 students contacted,

- 20 High School Principals, Instructors, Guidance Counselors met

- Fall 2024 — 5 individual student campus tours, 1 High School class tour

- Spring Semester 2025—6 students signed up for Friday's GCAD Class

- **Guided Pathways**

- Reexamination of the Graphic Design Pedagogical sequencing of classes

- Ensure quality assurance for continuity and rigor of instruction



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## CONTINUING IMPROVEMENT BASED ON ASSESSMENT

- We have equipped Ag & Allied Health Rm 115 with five (5) new Apple iMac to replace the aged out (10 years) machines. These update the capabilities of our Wacom Cintique Graphics Tablets, scanning station, and teacher's computer.
- The Graphic Design program cooperates with Media Arts in their production of on-site student program interviews

- **Video -**



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## CONTINUING IMPROVEMENT BASED ON ASSESSMENT

- Replacement of 21 student workstation Apple iMac Computers with 42-inch monitors and laptop docking stations
  - improving student success
  - cost savings = \$94,000 total
- Fiery RIP equipped printer in classroom
  - vendor level printing capabilities
  - Final prototyping of projects



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## CONTINUING IMPROVEMENT BASED ON ASSESSMENT

- Continue to refine and improve assessment numbers
- Continue to improve the quality student participation in SkillsUSA
  - 2023 – Advertising Design medals — Silver and Bronze
  - 2024 – Advertising Design medals — Gold and Silver
  - Luis Nolasco went to SkillsUSA Nationals in Atlanta placed 8<sup>th</sup> overall



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## CONTINUING IMPROVEMENT BASED ON ADVISORY COMMITTEE FEEDBACK

- Have students more involved in the printing process
- Student proficiency in web programming
- Option to have alternative instruction / drone flying



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## CONTINUING IMPROVEMENT PARTNERSHIPS

- Formalize articulation agreements considering the transfer rate of Northeast Graphic Design classes

Course	WSC	UNL	UNO	UNK	Bellevue	Kansas City Institute of Art (KCIA)	Savannah College of Art and Design
GCAD 1300-Design I	YES	YES	YES	YES	YES	YES	YES
GCAD 1450 Graphic Arts I	YES	YES	YES	YES	YES	YES	YES
GCAD 1700 Digital Photography	YES	YES	YES	YES	YES	YES	YES
GCAD 1100 Typography	YES	YES	YES	YES	YES	YES	YES
GCAD 1500 Layout & Design I	YES	YES	YES	YES	YES	YES	YES
GCAD 2100 Digital Pre-Press	YES	YES	YES	YES	YES	YES	YES
GCAD 1310 Cooperative Internship I	YES	YES	YES	YES	YES	YES	YES
GCAD 2450 Graphic Arts II	YES	YES	YES	YES	YES	YES	YES
GCAD 2500 Layout & Design II	YES	YES	YES	YES	YES	YES	YES
GCAD 2300 Package Design	YES	YES	YES	YES	YES		
GCAD 2610 Graphic Design Capstone	YES	YES	YES	YES	YES		
GCAD 2200 Typography II	YES	YES	YES	YES	YES	YES	YES



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## QUALITY IMPROVEMENT OPPORTUNITIES

- Attend the Graphic Design How Conference
  - Instruction will be updated
  - Skill-set improves / hire ability
- Field trips to regional Design Agencies / Firms
  - Bailey Lauerman, Swanson & Russel, FireSpring
  - Exposure professional processes and practices
  - Provide regional/global vision and exposure



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## QUALITY IMPROVEMENT OPPORTUNITIES

- Update Computing capacity for Instructor
  - Apple iBook Pro and Docking Station
  - 40" large format monitors
- Computing power up-to-date (2025) and within current design specifications and on campus internet security protocols



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## MISSION MOMENTS

- Continue and expand the competition categories in SkillsUSA events
- Maintain and expand Internship/Coop opportunities for students
- Personal goal of Mr. Schimonitz-transfer student to Rhode Island School of Design



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## MISSION MOMENTS

- Develop and finalize articulation agreements with:
  - The Kansas City Institute of Art (KCIA)
  - The Minneapolis School of Art & Design (MSAD)
  - Drake School of Design / University of Iowa, Des Moines
  - Savannah College of Art & Design (SCAD)



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