WASC Accreditation
Educational Effectiveness Review

Bachelor in Graphic Design with concentration in Web Projects, Multimedia, Spaces Design, and Advertising.
The program is currently offered in the following Campuses: Mexicali and Ensenada.

August 2007

Table of Contents

1. **Introduction.**

Graphic Design program

1.-Mission:

To develop critical and ethical graphic designers, committed to detecting and solving visual communication problems in managerial and social fields.

Vision:
To become the best option in Mexico for the development of professionals in the undergraduate program of Graphic Design, based on humanism and values; committed to social wellbeing within a sustainable development framework that includes perspective and global competitiveness.

2.- Program active since: 2000.

3.- Number of program revisions: 2 (two)

4.- Significant achievements of the program:

Link with the community.
⇒ Academic exchange program: CETYS has international alliances with 47 Universities in USA, Canada, Italy, The Netherlands, Germany, France, Spain, Finland, Sweden, Chile, Austria, Korea and Taiwan so that our students may apply to an international exchange program.
⇒ Two or three events are held each year where the community can see student projects.
⇒ Printed and digital books have been published with student projects.
⇒ The national magazine a! design has published work by a Mexicali professor, as well as student and alumni projects.
⇒ Scholarship awards: Students can receive scholarships, discounts and financial aid. There are many types of scholarships such as: Performance excellence, sports, discounts for alumni from CETYS High School, for having siblings in CETYS, just to name a few.
⇒ The School of Design is a member of ENCUADRE, Mexican Association of Graphic Design Schools. Teachers are motivated to publish articles about their research and studies; mythological branding, e-learning and studies about graphic design on the Mexican border are themes Published in Arquetipos – a CETYS University magazine, ENCUADRE magazine and the 'La Plata' Journal of the Institute for Superior Sciences, Regional Design, in Buenos Aires, Argentina.

2. Denomination and description of the academic program.

The Bachelor of Graphic Design focuses on 4 areas of expertise: Web Project Design, Multimedia Design, Spaces Design and Advertising.

The requirements to obtain the degree are: Completing all courses of academic program, perform 500 hours of community service, 400 hours of internships, apply the "CENEVAL" test, obtain 500 points on the TOEFL written exam.

The graphic design program is devised for those who wish to apply their talent to create graphic proposals to communicate concepts and provide images to identify products, services, events and organizations.

The graphic designer that graduates from CETYS University is a specialist in visual messages. He has the ability to analyze the elements and structure, to create solutions to the specific communication and functional needs that they require.

The student of graphic design must possess an ability to communicate clear and concrete ideas in a graphic manner. He must have a sensibility for perceiving creative expressions, good observation skills, manual work skills, the capacity to make decisions and work under pressure, develop team work, and a disposition to be innovative.

Program student population
Mexicali

Semester	Men	Women	TOTAL
1 & 2	1	6	7
3 & 4	10	5	15
5 & 6	9	19	28
7 & 8	7	10	17
9	6	6	12
TOTAL	33	46	79
Percentage	42%	58%	100%

Program student population
Ensenada

Semester	Men	Women	TOTAL
1 & 2	4	13	17
3 & 4	4	12	16
5 & 6	7	10	17
7 & 8	7	13	20
9	5	9	14
TOTAL	27	57	84
Percentage	33%	67%	100%

3. Educational Objectives of the academic program.

- The alumni from this program will be able to find a professional job within 6 months following the completion of their studies.
- The alumni from this program can successfully carry out graduate studies in the field of their profession or related areas.
- The alumni from this program will be able to fill junior design positions at the end of three years of professional practice.
- The alumni from this program can work in transnational organizations.

4. Learning outcomes of the program and metrics for assessment.

#	Learning outcome statement	Metrics to evaluate student performance	Evidence of achieved learning
1	The student will be able to express his/her ideas in English in a clear manner with the appropriate form: in a verbal, written or visual way.	Pending	Pending
2	The student will be able to communicate visual, written and audible messages in an objective, clear and functional manner, taking into account the characteristics and needs of the people that transmit and receive the ideas.	Pending	Pending
3	The student will be able to create compositions of graphic images and electronic applications in accordance with the principles of perception and interpretation.	Pending	Pending
4	The student will be able to plan and coordinate design and visual communication projects to promote products and services.	Pending	Pending

Name of the Academy or Faculty Co-op: Not formally constituted nor given a specific name.				
#	Name	Degree	Area of knowledge	Campus
1	Joaquín Castillo	Master in Education	Graphic Design	Mexicali
2	Margarita Rubio	Master	Graphic Design	Ensenada
3	Fabián Bautista	Master	Graphic Design	Ensenada
4	Diana Robinson	Bachelor	Graphic Design	Ensenada

5. Curriculum and faculty resources

Table to document the programs of administration and business, social and human sciences.											
Axe of formation	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8	Full time faculty		
									Name	Degree	Area of knowledge
Fundamentals for the profession	DG404 Advertising Writing		MK400 Marketing administration		DG429 Visual communication enterprise management	DG420 Brand image	PU400: Advertising	Management of visual projects	Fco. Villalba Rosario.	Master degree	Marketing
	DG402 Color Theory								Héctor Velarde	Master degree	Marketing
				MK405 Consumer behavior					Ernesto Montaño	Master degree	Marketing
Specialization, area of concentration or lines of emphasis in the profession	DG022: Graphic design introduction	DG405: Visual communication theory	DG410: Typography II.	DG414 Introduction to computer based graphic design.	DG419: Corporate identity	DG421: Printing systems	Digital press	DG427: Professional portfolio	Joaquin Castillo	Master degree	Education
	Color theory	DG406: Photography	DG411: Human figure drawing	Technical drawing	DG417: Digital studio and photography	DG422: Editorial design	DG425: Internet design	Multimedia	Margarita Rubio	Master degree	Graphic design
	DG061: Drawing I	DG407: Typography	DG412 Graphic design	DG416 Signage	DG418: Illustration	DG423: Base and label design	DG426: Audiovisual media	Optional 1	Fabiián Bautista	Master degree	Graphic design
		DG408: Drawing II.							Diana Robinson	Master degree	Graphic design

General and signature courses	CS401: Thinking abilities		ID400: Advanced communication in English	CS402 Research methodology	EC400: Globalization and economical development		HU4001: The human being, History and society	HU402: Human being and Ethics	Teresa Higashi	Master degree	Education
		DG409: Graphic arts history.	Graphic arts history II.						Enrique Linares	Master degree	Education
						HU400: The human being and the environment			Cecilia Contreras	Major	Sociology
		CS400: Advanced communication in Spanish							Edgar Jiménez	Master degree	Administration

6. Curricular mapping

Curricular mapping:									
Introduction level (Sufficient): Students know, understand and are familiarized with the concepts.									
Emphasis level (Improvable): Students analyze and apply concepts in different contexts which represent different levels of difficulty.									
Reinforcement level (Outstanding): Students exhibit a correct understanding of the concepts. They know how and when to apply them.									
Course information and co-curricular efforts		Institutional learning outcomes				Academic program learning outcomes			
Code	Course	ILO1: Clear and effective communication skills: at the end of the academic program, the student will be able to express his/her ideas clearly and with appropriate language, in oral, written, and visual forms in Spanish.	ILO2: Continuous learning (learn to learn, continuous improvement and entrepreneurship): at the end of the academic program, the student will be able to look for and to analyze information, in individual form and within teams, that allows him/her to identify opportunities and to solve problems.	ILO3: Critical thinking and values (learn to be and to coexist): at the end of the academic program, the student will develop and will demonstrate a critical thinking, as well as a behavior that is congruent with the values of CETYS; both will be	ILO4: Openness to the cultural diversity (learn to coexist, internationalization): at the end of the academic program, the student will demonstrate knowledge and tolerance of other cultures and will apply those abilities to settle down human relations, showing respect to diversity.	APLO1: English fluency and clear and effective communication in English (exclusive for Bachelor's degree programs): at the end of the academic program, the student will be able to express his/her ideas clearly and with appropriate language, in oral, written and visual forms in	APLO2 The student will be able to communicate visual, written and audible messages in an objective, clear and functional manner, taking into account the characteristics and needs of the people that transmit and receive the ideas.	APLO3 The student will be able to create compositions of graphic images and electronic applications in accordance with the principles of perception and interpretation.	APLO4 The student will be able to plan and coordinate design and visual communication projects to promote products and services.	APLO5

				reflected in the student atmosphere and his/her commitment with the social development and the environment.		English.				
DG07	**Typography**	**SU(Mxl/Ens)**	**SU(Mxl/Ens)**							
MK400	**Marketing Management**	**IM(Mxl/Ens)**	**IM(Mxl/Ens)**							
DG420	**Brand Image**	**IM(Mxl/Ens)**	**IM(Mxl/Ens)**							
DG409	**Digital Art**	**OU(Mxl/Ens)**	**OU(Mxl/Ens)**							
	Social or community service									
	Entrepreneur activities									
	Internships									

7. Assessment plan

With faculty participation, and taking into account the Mission and Vision of CETYS and the College of Business and Management, we proceeded to formulate for the Graphic Design program:

A) The Academic Program.
B) Educational objectives.
C) Learning outcomes for the program.
D) Curricular map and definition of performance criteria for student learning.