

ALLEN COMMUNITY COLLEGE

Program Outcomes for Production Media

- Identify appropriate audiences for defined problems
- Demonstrate the resourcefulness necessary to conceive appropriate design solutions
- Develop and prototype potential design solutions for specific problems
- Create visual communications that are audience appropriate
- Create visual communications demonstrating competent formal design skills based in design principles: composition, balance, hierarchy, harmony, and contrast
- Create visual communications demonstrating competent formal design skills based in aesthetics: appropriate typography, composition and construction of meaningful imagery
- Utilize the appropriate media, materials, tools, technology, platforms, and techniques to create visual communications
- Produce basic materials required for an entry-level job search and evaluate work in their field, including their own work, using professional terminology.

1. General Education Outcomes

1. Effective Written and Oral Communication
 - 1.1 Compose written work that effectively conveys information.
 - 1.2 Express ideas verbally to convey meaning in a variety of contexts.
2. Mathematics and Analytical Reasoning
 - 2.1 Demonstrate the use of numbers in multiple settings.
 - 2.2 Interpret data to formulate conclusions.
3. Critical Thinking and Problem Solving
 - 3.1 Analyze and evaluate an issue to form a judgment.
 - 3.2 Demonstrate a logical process to reach a conclusion.
4. Social Context in the World
 - 4.1 Evaluate the impact of culture and society on one's daily life.
 - 4.2 Analyze the diversity of culture and opinions in an ever-changing global community.
5. Appreciation of Arts and Humanities
 - 5.1 Identify and appraise the characteristics of artistic expression.
 - 5.2 Identify and analyze the fundamental traits of human culture and beliefs.