



MISSION STATEMENT AND STUDENT LEARNING OUTCOMES FOR:

Graphic Communications

Review Year: 2024

Division: BSHS	Discipline/Program/Department: Graphic Communications	Contact Person: Hensley, Nikki
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Mission Statement

The Graphic Communications program at Southwestern Illinois College provides students with the design knowledge and skills required for entry level positions in graphic communications. The program promotes lifelong learning and continually assesses student learning, making necessary modification in teaching as indicated to best prepare students for this career.

Program/Discipline Curriculum Map

I = Introduce: Student is first exposed to the concept/idea and is requested to apply the concept in a limited scope.
E = Emphasize: Student applies concept(s) in varying/multiple situations of greater complexity than when initially introduced.
R = Reinforce: Student may be expected to understand the concept upon taking the course and utilizes the concept in conjunction with other concepts/ideas to solve problems.

Program/Discipline Outcomes	Course Prefix and Number																
	CIS 147	CIS 168	CIS 171	CIS 172	CIS 173	CIS 174	CIS 176	CIS 177	CIS 180	CIS 185	CIS 195	CIS 212	CIS 230	CIS 257	CIS 272	CIS 273	CIS 297
Graduates of this program or discipline shall be able to:																	
Demonstrate graphic design theory to include the principles of design, elements of composition, image formats and typography in the creation of digital media.	I	I	E	E											R		
Demonstrate knowledge in sub-plan expertise (web design or marketing) through the development or management of websites.					I	I	E	R	I	I	E	R	E		R	R	
Create a graphic design portfolio of work that clearly demonstrates the effectiveness of visual communication.																	R

Map Comments:

Core Competency Map

Core Competencies	Course Prefix and Number																
	CIS 147	CIS 168	CIS 171	CIS 172	CIS 173	CIS 174	CIS 176	CIS 177	CIS 180	CIS 185	CIS 195	CIS 212	CIS 230	CIS 257	CIS 272	CIS 273	CIS 297
Communication Skills																	
1. Computer Literacy										X							
2. Oral Communications							X			X							
3. Writing										X							X
Reasoning Skills																	
4. Critical Thinking										X							
5. Quantitative Literacy										X	X						
Citizenship																	
6. Personal Accountability																	X
7. Civic And Social Accountability										X							