

## Program Outcomes for BFA Communication Design

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PARSONS LEARNING DOMAINS	
<b>ART/DESIGN METHODOLOGIES</b>	<p><b>Aesthetic Proficiency</b> The ability to manipulate typography, imagery, and visual form with communicative intent and evaluate the implications of those aesthetic decisions</p>
	<p><b>Ability to Prototype and Iterate</b> An understanding of how to evaluate, sort, edit, implement, and reflect on feedback from oneself and others</p>
<b>MATERIALS, TOOLS, SKILLS</b>	<p><b>Appreciation of Technology</b> The capability to use, adapt, and anticipate new technologies and methods</p>
<b>GENERAL EDUCATION SKILLS + PRACTICES</b>	<p><b>Critical Research Skills</b> The ability to retrieve, analyze, and make informed choices based on visual, material, observational, and user research</p>
	<p><b>Capacity to Ideate and Visualize Possibilities</b> The capability to imagine, connect, and integrate ideas from different domains and articulate those ideas in oral, written, and visual form</p>
<b>INTRA/INTERPERSONAL SKILLS + COMPETENCIES</b>	<p><b>Ability to Present and Document</b> An understanding of how to locate their work in larger contexts, empathize with others, and demonstrate effective argumentation and defense for their work</p>
	<p><b>Social Responsibility</b> An understanding of the importance of integrity and respect towards others through cultural literacy and sensitivity to differences</p>
	<p><b>Authorship and Agency</b> The faculties to articulate a visual language and a keen sense of approach through their work in relationship to larger social, cultural, and political contexts</p>