

Program Outcomes for BFA Integrated Design

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PARSONS LEARNING DOMAINS	
ART/DESIGN METHODOLOGIES	The ability to create and develop visual form in response to design problems, including an understanding of principles of visual organization/composition and application
MATERIALS, TOOLS, SKILLS	An understanding of tools, technologies, and materials, including their roles in the creation, production, and use of visual forms. This includes both traditional and digital media.
	Experiences that encourage familiarity with a broad variety of design work in various specializations and media.
GENERAL EDUCATION SKILLS + PRACTICES	The ability to solve design problems, including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping and user testing, and evaluation of outcomes.
	Functional knowledge of design history, theory, and criticism, including an understanding of the similarities, differences, and relationships among the various design specializations.
INTRA/INTERPERSONAL SKILLS + COMPETENCIES	An understanding of basic business practices, including the ability to organize design projects and to work productively as a member of teams.
	The ability to describe and respond to clients and contexts that design solutions must address, including recognition of the physical, cognitive, cultural, and social human factors that shape design decisions.