Undergraduate Degree Program  
Program - CARTA Digital Arts SLO (BFA)

Mission Statement
The Bachelor of Fine Arts in Digital Arts is designed to prepare students for technological and conceptual relevance within contemporary digital arts practice. Students are encouraged to push the boundaries of new media, explore emerging technologies and participate in the evolution of digital arts as an interdisciplinary exploration within the field of fine arts. The program balances practical and technical training with an emphasis on fine arts. This degree offers an intensive course of study in new media. Students graduating from this degree will be able to seek careers in motion graphics, prototype design, digital fabrication, digital photography, and digital audiovisual artworks.

Art and Art History
Outcomes
FIU graduates should be able to achieve the following:

<table>
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<tr>
<th>Content Knowledge and Skills (including Technology)</th>
<th>Direct Measures</th>
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<tbody>
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<td><strong>Content Knowledge</strong></td>
<td><strong>Procedure:</strong></td>
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| Graduates will be able to demonstrate technical skills and core knowledge in digital arts by producing motion graphics, graphic design, digital fabrication, digital photography, and/or digital audiovisual artworks. | **Assessment Instrument:** Rubric  
**Assessment Method:** Students will demonstrate proficiency at the "meets expectations" level or above as indicated by a 3-point rubric.  
**Levels:**  
1. Needs Improvement  
2. Meets Expectations  
3. Exceeds expectations  
Students in ART 4953C Thesis II and in GRA 4189C Graphic Thesis I/ Portfolio present and speak about their work to the entire art and art history faculty.  
The course professor evaluates the student's artwork presented using a three point rubric measuring their content knowledge based on its creativity and use of visual concepts.  
**Course Assessed:** ART 4953C Thesis II (digital arts degree & animation track) GRA 4189C Graphic Thesis I/ Portfolio (graphic design track)  
**Sampling:** All students in ART 4953C / GRA 4189C  
**Minimum Criteria for Success:** Students will demonstrate proficiency at the "meets expectations" level or above as indicated by a 3-point rubric. |
| **Critical Thinking**                               | **Procedure:**  |
| Graduates will be able to apply relevant contemporary digital art practices and/or artistic theory to create a focused body of work. | **Assessment Instrument:** Rubric  
**Assessment Method:** Students will demonstrate proficiency at the "meets expectations" level or above as indicated by a 3-point rubric.  
**Levels:**  
1. Needs Improvement  
2. Meets Expectations  
3. Exceeds expectations  
Procedure:  
Students in ART 4953C Thesis II and in GRA 4189C Graphic...
Thesis I/ Portfolio present and speak about their work to the entire art and art history faculty.

The course professor evaluates the student’s artwork presented using a three point rubric measuring critical thinking based on use of analysis and interpretation.

**Course Assessed:** ART 4953C Thesis II (digital arts degree & animation track) GRA 4189C Graphic Thesis I/ Portfolio (graphic design track)

**Sampling:** All students in ART 4953C / GRA 4189C

**Minimum Criteria for Success:** Students will demonstrate proficiency at the "meets expectations" level or above as indicated by a 3-point rubric.

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<th>Communication (Oral or Written)</th>
<th>Direct Measures</th>
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<tbody>
<tr>
<td><strong>Written Communication</strong></td>
<td><strong>Procedure:</strong></td>
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</tbody>
</table>
| Graduates will be able to write using a clear central message and appropriate organization. | **Assessment Instrument:** Rubric  
**Assessment Method:** Students will demonstrate proficiency at the "meets expectations" level or above as indicated by a 3-point rubric.  
**Levels:**  
1. Needs Improvement  
2. Meets Expectations  
3. Exceeds expectations |

Students in ART 4953C Thesis II and in GRA 4189C Graphic Thesis I/ Portfolio present and speak about their work to the entire art and art history faculty.

The course professor evaluates the student’s artist statement using a three-point rubric measuring their written communication based on its central message and organization.

**Course Assessed:** ART 4953C Thesis II (digital arts degree & animation track) GRA 4189C Graphic Thesis I/ Portfolio (graphic design track)

**Sampling:** All students in ART 4953C / GRA 4189C

**Minimum Criteria for Success:** Students will demonstrate proficiency at the "meets expectations" level or above as indicated by a 3-point rubric.

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<th>Oral Communication</th>
<th>Procedure:</th>
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| Graduates will be able to present and discuss works of art using clear explanation of key concepts and theories and appropriate organization. | **Assessment Instrument:** Rubric  
**Assessment Method:** Students will demonstrate proficiency at the "meets expectations" level or above as indicated by a 3-point rubric.  
**Levels:**  
1. Needs Improvement  
2. Meets Expectations  
3. Exceeds expectations |

Procedure:  
Students in ART 4953C Thesis II and in GRA 4189C Graphic Thesis I/ Portfolio present and speak about their work to the entire art and art history faculty.

The course professor evaluates the student’s oral presentation of his/her work using a three-point rubric measuring their oral communication based on its central message and organization.

**Course Assessed:** ART 4953C Thesis II (digital arts degree & animation track) GRA 4189C Graphic Thesis I/ Portfolio (graphic design track)
animation track) GRA 4189C Graphic Thesis I/Portfolio (graphic design track)

Sampling: All students in ART 4953C / GRA 4189C

Minimum Criteria for Success: Students will demonstrate proficiency at the "meets expectations" level or above as indicated by a 3-point rubric.