

Art Department Assessment Plan, May 2001
Bachelor of Fine Arts in Studio Art

Mission

The Art Department seeks to offer a curriculum emphasizing analytical processes and competency in art techniques such that the art student becomes, to some extent, a viewer, creator, communicator, theorist, and historian. This curriculum prepares students with knowledge necessary for activity as creators of art, and as artists in related fields, such as art education, exhibition coordinating, curating and criticism.

Educational Outcomes

The educational outcomes listed below apply to Bachelor of Fine Arts graduates. During their course of study for the Bachelor of Fine Arts degree, students will:

1. become familiar with and develop competence in art and design techniques;
2. become familiar with the major achievements in the history of art, including the works and intentions of leading artists in the past and present;
3. understand and evaluate contemporary thinking about art or design;
4. make valid assessments of quality in design projects and works of art.

Assessment Methods

1. The Senior Seminar (ART 399), the capstone course for the BFA, assesses each educational outcome listed above. Through this course, students learn much of the practical information necessary to determine their individual roles in the world of art. Students attend contemporary art exhibits and learn to analyze and critique what they have viewed. Presentation of work is discussed, including proper exhibition methods, lighting, matting, and framing. Contracts, copyrights, taxes, and methods of dealing with galleries and museums are discussed. Students learn to make digital images of artwork and write an appropriate and compelling art statement about their own work. A slide presentation and reading of each student's statement, formally presented at the final meeting of the Senior Seminar, occurs. Weekly assignments lead to the development of an artist's portfolio.

Each student is required to provide the department with digital images of his/her work. These are kept on file by the department. Additionally, a copy of the “artist’s statement” for each student is kept on file by the department.

Students must enter a minimum of one juried exhibition during the Senior Seminar period. Records of the results of these submissions are kept by the department.

The senior seminar assesses educational outcomes in the following ways:

- a) The student’s familiarity with art and design techniques is demonstrated by the application process in a juried exhibition. The student must recognize which scheduled exhibitions apply to his/her area of expertise and which do not--and apply accordingly. When applying for admission into a juried exhibition, the student must demonstrate his/her competence in art and design techniques (educational outcome #1). The exhibition’s jurors assess competence in the art and design technique.
- b) When developing an artist’s statement, the student must place her/her work into the continuum of art history, explaining how his/her body of work evolved and citing the influences of other artists (educational outcome #2). University faculty assess the quality of each student’s “artist’s statement.”
- c) Understanding and evaluating contemporary thinking about art or design is evidenced via the student’s consideration of his/her “artist’s statement” (how is the student’s body of work part of contemporary thinking about art or design), by comparing their art-making to that of other contemporary artists (educational outcome #3). University faculty assess how effectively each “artist’s statement” demonstrates an understanding of contemporary thinking about art or design.
- d) Analysis and critique of exhibitions develops and refines a student’s ability to make valid assessments of quality in design projects and works of art (educational outcome #4). University faculty who curate exhibits assess the student’s assessments of design projects and works of art.
- e) The student’s creation of digital images of his/her work, formal slide and artist’s statement presentation, and portfolio demonstrates an understanding of contemporary thinking about

art and design (educational outcome #3). Each is assessed by university faculty.

1. A second means by which assessment of educational outcomes #1, #3, and #4 takes place is via the BFA Exhibition. All BFA students are required to mount an exhibition of their work. The exhibition must be a cohesive, mature body of work which demonstrates an artistic direction. The main body of work in the exhibition comes from the student's primary area of study (i.e., painting, drawing, printmaking, sculpturing, ceramic making, etc.). The work shown must be recent, and demonstrate an understanding of current art trends, craftsmanship, materials, methods, and concepts pertaining to the work. BFA students are responsible for the entire exhibit, including, but not limited to, the following: promotion, advertising, installation, and removal of art work.

While the exhibition is in place, each student orally defends his/her work to two professors from the University of Michigan-Flint or Mott Community College who are chosen by the student (see Thesis Exhibition Orals sheet).

The student receives written evaluations of the exhibit and oral defense of the work. The oral examinations records sheet is kept on file by the department for a period of five years.

2. An exit survey administered during the Senior Seminar further assesses each educational outcome from the perspective of the student, and provides data for consideration by the faculty (see Exit Survey).

Goals

1. Assessment goals for Senior Seminar are:
 - a) 90% of students will receive admission to at least one juried exhibition.
 - b) 90% of students will construct an articulate "artist's statement" that expresses the place of their respective bodies of work in the continuum of artistic creations, and demonstrates an understanding of how their work is juxtapositioned in contemporary thinking about art or design. Each jury, consisting of two professors (see Assessment Method #2), determines whether criteria for this goal are met at the time of the exhibition.
A determination about the quality of the articulated artist's statement is made based on jurors' responses recorded in the "Historic Context" section of the Thesis Exhibition Orals sheet

(i.e., jurors consider evidence demonstrating that the student can place his/her work in the continuum of art).

- a) 80% of students' analyses and critiques of exhibitions will be deemed valid by university faculty. Each two-member faculty jury selected by a BFA student determines the validity of analyses and critiques of exhibitions written in Senior Seminar.
 - b) 90% of students will create digital images of their work and portfolios that demonstrate an understanding of contemporary thinking about art or design. Each two-member faculty jury selected by a BFA student determines whether or not the standard for creating digital images of a body of work has been met. The student must submit a digital file of his/her work to the jury at the time of the BFA exhibit.
2. The department expects that 80% of students mounting exhibits will earn an overall rating of at least "3" for their oral defenses, and 20% of students mounting exhibits will earn an overall rating of "4" or higher. The average of scores in each category determines the overall rating.
 3. More than 80% of graduates completing the exit survey will affirm that the BFA curriculum prepared them to meet the expectations stated as educational outcomes in this assessment document.

Feedback

After one year of data collection, given that the department is able to compile an adequate sample size, programmatic changes will be implemented if deemed necessary or appropriate.