Bachelor of Arts, Bachelor of Science and Bachelor of Fine Arts in Visual and Digital Arts

The following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed.

1. *DA1 - (Character)*: **Student has demonstrated knowledge of media ethics and copyright issues in relation to communicating through digital means**.
   DA1-A - Student has demonstrated knowledge of media ethics and copyright issues in relation to communicating through digital means.
      4 - Student has excelled beyond expectations of ethical practices
      3- Student has met ethical and copywritten requirements
      2 - Student has closely approached meeting all necessary ethical and copywritten requirements
      1 - Student has failed to meet all necessary ethical and copywritten requirements

2. *DA2 - (Knowledge)*: **A Digital Arts graduate understands proper visual and digital communication strategies, including aesthetic principles, writing for specific mediums, storytelling, audience analysis, and client communications.**
   DA2-A - Student has demonstrated proper aesthetic principles within a visual and digital communication strategy
      4 - Student has demonstrated excellence in aesthetic design
      3 - Student has met proper aesthetic principles in design
      2- Student has approached demonstrating aesthetic principles in design
      1 - Student has failed to meet any aesthetic principles in design
   DA2-B - Student has demonstrated proper writing skills aimed at a particular medium and audience
      4 - Student has exceeded expectations in their writing
      3 - Student has properly written for a specific media aimed at a specific audience
      2 - Student has only met either writing for a specific media or aiming a specific audience
      1 - Student has failed to properly write for a specific media and a specific audience

3. *DA3 - (Skills)*: **A Digital Arts graduate effectively uses the latest tools to produce goal-oriented communication pieces involving websites, video, audio, graphics, and photography**
   DA3-A - Student has demonstrated proper client communication techniques in relation for a digital media project
      4 - Student has gone beyond expectations for meeting a client's needs

3 - Student has met client's needs in a satisfactory manner

2 - Student has partially met client's needs or failed to communicate properly with the client

1 - Student has not properly communicated with the client and failed to meet their needs

DA3-B - Student has demonstrated skills with a particular digital tool to produce a goal-oriented piece

4 - Student has gone beyond expectations in the production process and resulting piece

3 - Student has shown proficiency in using a digital tool to produce a piece

2 - Student has shown some skill in using a digital tool to produce a piece that could still use some additional work

1 - Student has not shown skill in using a digital tool to produce a piece