



**Accrediting Council for Collegiate
Graphic Communications**

Accreditation Self-Study Overview

**Updated 06-01-2022
v8.0**



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Purpose of this overview

To provide an quick overview of the ACCGC accrediting process and standards.

Visit www.accgc.org/accreditation/ to download the detailed accreditation manual



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Function of ACCGC Accreditation

To encourage reflection, analysis, and verify continuous program improvement consistent with rigorous academic standards for the discipline.



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Accreditation Fees

There is a \$200.00 non-refundable application fee. If the application is approved, an \$1,800.00 fee is required for a new accreditation. In addition, team travel expenses must be covered by the host institution. Once accredited, an \$2,000.00 per year fee is paid to maintain accreditation status.

No fee is required for making a re-accreditation application in subsequent six-year cycles.



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Term of Accreditation

A six-year accreditation is considered a full accreditation.

A two-year accreditation results from significant, but correctable shortfalls in compliance with standards and will require a second review by one member of the Site Visit Team during the second year to determine if an additional four years of accreditation can be recommended.



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ACCGC Program Criteria

Associate and baccalaureate degree granting institutions may apply.

- Majors must include a minimum of 30 semester hours of graphic communications course work.
- A minor, sequence, concentration, or emphasis must include at least 18 semester hours of graphic communications course work.



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The Accreditation Process

1. An application is submitted for approval (by September 1st).
2. The fee is submitted.
3. The proposed self-study mentor (and ACCGC team chair) is confirmed.
4. The self-study process begins (due by September 1st of the following year).
5. The ACCGC team visits campus and writes a report.
6. The report is submitted to the Accreditation Committee for vote.
7. The program is notified of the accreditation decision.



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The Self-Study

The self-study involves faculty in a process of program analysis for each of 15 ACCGC standards. This will involve student, administration and staff feedback, as well as a focused faculty meetings. The process includes collecting and reviewing documentation, including course materials, learning outcomes data, advisory board minutes, program funding and donations, graduate placements, etc.



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The ACCGC Team Visit

The ACCGC visit team will review the self-study and documentation, as well as visit with students, administrators, staff, advisory board members, etc.

Finally, the ACCGC team will issue a report to the Board of Directors for a vote on accreditation.



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Standard 1 -Mission and Strategic Plan

The graphic communications program has a written mission statement that is aligned and supported by the department/school mission and institutional mission. The program has a strategic plan for year-to-year actions that assure the positive development of the program.



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Standard 2 - Learning Outcomes Assessment

Curriculum and instruction supports these student learning outcomes:

1. Integrate design aesthetics, functionality, and relevancy into graphic communications products, optimizing user experience.
2. Impact production efficiency and product quality across a variety of media by applying knowledge of graphic communications materials, technologies, and practices.
3. Contribute to graphic communications project teams for design, production, and management.
4. Recognize and practice legal and ethical responsibilities concerning the creation, use, and distribution of graphic communications assets or products.
5. Communicate ideas through written, visual, and oral mediums to a wide range of audiences.
6. Research and apply new information to solve graphic communications design, production, and management problems.
7. Apply tools and principles in graphic communications business development and production management.



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Standard 3 - Governance/Administration

Administrative activities support the program. There is effective leadership of the graphic communications program.



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Standard 4 - Financial Support

The budget for graphic communications programs must be adequate to support program objectives and promote continuous program improvement.



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Standard 5 - Instructional Facilities

The instructional facilities must be adequate to support the instruction required to meet student learning outcomes.



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Standard 6 - Staff Support Services

The unit must have support services to provide sufficient instructional assistance to meet student learning outcomes.



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Standard 7 - Curriculum

The program curriculum must exhibit the pedagogy and curricular diversity required to meet student learning outcomes.



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Standard 8 - Instruction & Evaluation

The graphic communications faculty teach well, exhibiting quality, and student-centered instructional practices.



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Standard 9 - Internships

Relevant practical experiences in the workplace, with or without academic credit, are strongly encouraged. To meet compliance with the standard, internships/practicums/cooperative study for credit are not required for graduation, but a program for relevant work experience should be in place.



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Standard 10 - Advisory Committee

A graphic communications advisory committee, composed of industry professionals, provides external guidance, validation, and advocacy for curricular content and program direction.



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Standard 11 - Faculty

All faculty must be academically and professionally qualified according to institutional norms, with evidence of meeting institutional and program responsibilities and expectations.



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Standard 12 - Faculty Evaluation

Evaluation of faculty provides feedback for instructional improvement, faculty development, as well as service contributions and scholarship within the discipline.



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Standard 13 - Student Records and Advising

A system for maintaining records and advising students is established, in use, and effective. This includes sound admission policies and academic advising.



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Standard 14 - Graduate Placement and Follow-up

Initial placement assistance is provided. Regular follow-up studies of graduates are conducted for feedback on job titles, salaries, and satisfaction with the attainment of student learning outcome.



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Standard 15 - Diversity and Inclusion

A culture of diversity is reflected in the student body of an institution, as well as among the faculty, staff, advisory board, administrators, trustees and other stakeholder groups.



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Next steps

- Contact Dr. Dan Wilson, ACCGC Managing Director for more information.
- Visit www.accgc.org/accreditation/ to download the detailed accreditation manual