

Graphic Art PLOs 2016-2017



Acad Program - Graphic Arts (AAS)

Unit Assessment Coordinator: David Shankle

Mission: The mission of the Graphic Art program is to provide a learning environment that will afford students an opportunity to obtain competency skills for employment and advancement in the fields of advertising, photography, printing, video, website design, and motion graphics.

<i>Program Learning Outcomes</i>	<i>Assessment Methods</i>	<i>Assessment Results</i>	<i>Action Taken (Use of Results)</i>
<p>PLO #1 - Upon completing this program, students will be able to understand the use of industry software and equipment. Outcome Status: Active/Ongoing Assessment Year: 2016 - 2017, 2017 - 2018, 2018 - 2019 Start Date: 07/01/2016</p>	<p>Demonstration - All Graphic Art students in GART 2140 will complete the Raster II Final Project – ‘Movie Poster’. Criterion: 80% of the students will earn a 70 or better on the Raster II Final Project – ‘Movie Poster’.</p>	<p>Reporting Period: 2016 - 2017 EoY Result Type: Criterion Met 14/17 (82%) of Graphic Art students in GART 2140 successfully completed the final project with a score of 70 or better. (06/28/2017) Analysis: The criterion was met.</p>	<p>Action Taken (Use of Results): No additional action will be taken at this point. The Graphic Art students met the criterion. (06/28/2017)</p>
	<p>Demonstration - All Graphic Art students will complete the assignment ‘Social Cause I’ in Design II, GART 2130. Criterion: 75% of the class will complete the ‘Social Cause I’ assignment earning a grade of at least 70 or higher.</p>	<p>Reporting Period: 2016 - 2017 EoY Result Type: Criterion Met 13/14 (93%) of Graphic Art students in GART 2130 successfully completed the assignment with a score of 70 or better. (06/28/2017) Analysis: Criterion was met.</p>	<p>Action Taken (Use of Results): No action will be taken this year, but in the future the criterion might be increased since the students did so well. (06/28/2017)</p>
<p>PLO #2 - Upon completing this program, students will be able to communicate an effective advertising message. Outcome Status: Active/Ongoing Assessment Year: 2016 - 2017, 2017 - 2018, 2018 - 2019 Start Date: 07/01/2016</p>	<p>Demonstration - All Graphic Art students will complete the assignment ‘Social Cause I’ in Design II, GART 2130. Criterion: 70% of the class will complete the assignment earning a grade of 70 or higher.</p>	<p>Reporting Period: 2016 - 2017 EoY Result Type: Criterion Met 13/14 (93%) of Graphic Art students in GART 2130 successfully completed the assignment with a score of 70 or better. (06/28/2017) Analysis: The criterion was met.</p>	<p>Action Taken (Use of Results): No action will be taken this year, but in the future the criterion might be increased since the students did so well. (06/28/2017)</p>
	<p>Exam - All Graphic Art students in GART 1220 Ad Theory will be tested</p>	<p>Reporting Period: 2016 - 2017 EoY Result Type: Criterion Met</p>	<p>Action Taken (Use of Results): Since the criterion was easily met,</p>

Program Learning Outcomes	Assessment Methods	Assessment Results	Action Taken (Use of Results)
	<p>on 'Ch9 - Headlines and Taglines'.</p> <p>Criterion: 50% of the class will score 70 or higher.</p> <p>Demonstration - All Graphic Art students will complete an advertising assignment GART 1220.</p> <p>Criterion: 70% of the class will complete the advertising assignment earning a grade of 70 or higher.</p>	<p>18/18 (100%) of the Graphic Art students in GART 1220 successfully scored a 70 or better on the chapter 9 test. (06/28/2017)</p> <p>Analysis: The criterion was met.</p>	<p>the criterion might be increased in the future. We will likely go through one more reporting period to see how the students do. (06/28/2017)</p>
<p>PLO #3 - Upon completing this program, students will be able to demonstrate proficiency in an area of graphic arts.</p> <p>Outcome Status: Active/Ongoing</p> <p>Assessment Year: 2016 - 2017, 2017 - 2018, 2018 - 2019</p> <p>Start Date: 07/01/2016</p>	<p>Capstone Assignment - All Graphic Art students will publish a final portfolio for area-professional review in Portfolio and Presentation, GART 2500.</p> <p>Criterion: 70% of the class will complete the assignment earning a grade of at least 70 or higher.</p> <p>Demonstration - All Graphic Art students will complete the assignment "SkillsUSA Brochure" in Desktop Publishing, GART 1210.</p> <p>Criterion: 75% of the class will complete the "SkillsUSA Brochure" earning a grade of at least 70 or higher.</p>	<p>Reporting Period: 2016 - 2017 EoY</p> <p>Result Type: Criterion Met</p> <p>3/4 (75%) of the Graphic Art students in GART 2500 successfully scored a 70 or better on the portfolio and presentation. (06/28/2017)</p> <p>Analysis: While the criterion was met, the actual number of students was very low. We need another reporting cycle to determine if the criterion was appropriately set.</p> <p>Reporting Period: 2016 - 2017 EoY</p> <p>Result Type: Criterion Met</p> <p>15/18 (83%) of Graphic Art students in GART 1210 successfully completed the assignment with a score of 70 or better. (06/28/2017)</p> <p>Analysis: The criterion was met.</p>	<p>Action Taken (Use of Results):</p> <p>Due to the limited number of students, another reporting period is needed to determine if the current criterion is appropriate. (06/28/2017)</p> <p>Action Taken (Use of Results):</p> <p>Since the criterion was met, no additional action will be necessary at this point. (06/28/2017)</p>