

# Graphic Art PLOs 2017-2018



## 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><b>PLO #1</b> - Upon completing this program, students will be able to understand the use of industry software and equipment.  <b>Outcome Status:</b> Active/Ongoing  <b>Assessment Year:</b> 2016 - 2017, 2017 - 2018, 2018 - 2019  <b>Start Date:</b> 07/01/2016</p>	<p><b>Demonstration</b> - All Graphic Art students in GART 2140 will complete the Raster II Final Project – ‘Movie Poster’.  <b>Criterion:</b> 80% of the students will earn a 70 or better on the Raster II Final Project – ‘Movie Poster’.</p>	<p><b>Reporting Period:</b> 2017 - 2018 EoY  <b>Result Type:</b> Criterion Met                      20/23 (87%) students in GART 2140 scored a 70 or better on the Raster II Final Project. (05/17/2018)  <b>Analysis:</b> The criterion was met.</p>	<p><b>Action Taken (Use of Results):</b>                      The criterion has been far exceeded for the last two years. It will be increased to 75% for 2018-2019. (05/17/2018)</p>
	<p><b>Demonstration</b> - All Graphic Art students will complete the assignment ‘Social Cause I’ in Design II, GART 2130.  <b>Criterion:</b> 75% of the class will complete the ‘Social Cause I’ assignment earning a grade of at least 70 or higher.</p>	<p><b>Reporting Period:</b> 2017 - 2018 EoY  <b>Result Type:</b> Criterion Met                      15/17 (88%) of students in GART 2130 scored a 70 or better on the Social Cause I assignment. (05/23/2018)  <b>Analysis:</b> The criterion was far exceeded.</p>	<p><b>Action Taken (Use of Results):</b>                      The criterion was far exceeded for the second year in a row. The criterion will be increased in 2018-2019 to 80%. (05/23/2018)</p>
<p><b>PLO #2</b> - Upon completing this program, students will be able to communicate an effective advertising message.  <b>Outcome Status:</b> Active/Ongoing  <b>Assessment Year:</b> 2016 - 2017, 2017 - 2018, 2018 - 2019  <b>Start Date:</b> 07/01/2016</p>	<p><b>Demonstration</b> - All Graphic Art students will complete the assignment ‘Social Cause I’ in Design II, GART 2130.  <b>Criterion:</b> 70% of the class will complete the assignment earning a grade of 70 or higher.</p>	<p><b>Reporting Period:</b> 2017 - 2018 EoY  <b>Result Type:</b> Criterion Met                      15/17 (88%) of students in GART 2130 scored a 70 or better on the Social Cause I assignment. (05/23/2018)  <b>Analysis:</b> The criterion was met.</p>	<p><b>Action Taken (Use of Results):</b>                      While the criterion was met, the same assessment method is being utilized for two Program Learning Outcomes. A new Assessment Method will be identified by departmental faculty for 2018-2019. (05/23/2018)</p>
	<p><b>Exam</b> - All Graphic Art students in</p>	<p><b>Reporting Period:</b> 2017 - 2018 EoY</p>	<p><b>Action Taken (Use of Results):</b></p>

Program Learning Outcomes	Assessment Methods	Assessment Results	Action Taken (Use of Results)
	<p>GART 1220 Ad Theory will be tested on 'Ch9 - Headlines and Taglines'.</p> <p><b>Criterion:</b> 50% of the class will score 70 or higher.</p> <p><b>Demonstration</b> - All Graphic Art students will complete an advertising assignment GART 1220.</p> <p><b>Criterion:</b> 70% of the class will complete the advertising assignment earning a grade of 70 or higher.</p>	<p><b>Result Type:</b> Criterion Met</p> <p>21/36 (58%) of students in GART 1220 scored a 70 or higher on the Chapter 9 Test. (05/23/2018)</p> <p><b>Analysis:</b> The criterion was met.</p>	<p>While the criterion was met, it was not far exceeded like last year. Previously it was thought that the criterion should be increased, but it will remain the same. (05/23/2018)</p>
<p><b>PLO #3</b> - Upon completing this program, students will be able to demonstrate proficiency in an area of graphic arts.</p> <p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Assessment Year:</b> 2016 - 2017, 2017 - 2018, 2018 - 2019</p> <p><b>Start Date:</b> 07/01/2016</p>	<p><b>Capstone Assignment</b> - All Graphic Art students will publish a final portfolio for area-professional review in Portfolio and Presentation, GART 2500.</p> <p><b>Criterion:</b> 70% of the class will complete the assignment earning a grade of at least 70 or higher.</p>	<p><b>Reporting Period:</b> 2017 - 2018 EoY</p> <p><b>Result Type:</b> Criterion Not Met</p> <p>10/18 (56%) of students in GART 2500 scored a 70 or better on their final portfolio. (05/23/2018)</p> <p><b>Analysis:</b> The criterion was not met.</p>	<p><b>Action Taken (Use of Results):</b></p> <p>The final portfolio is a culmination of projects from previous courses. Since the criterion was not met, additional emphasis will be placed on the projects submitted in all GART courses so students understand how to better prepare for the final portfolio. (05/23/2018)</p>
	<p><b>Demonstration</b> - All Graphic Art students will complete the assignment "SkillsUSA Brochure" in Desktop Publishing, GART 1210.</p> <p><b>Criterion:</b> 75% of the class will complete the "SkillsUSA Brochure" earning a grade of at least 70 or higher.</p>	<p><b>Reporting Period:</b> 2017 - 2018 EoY</p> <p><b>Result Type:</b> Criterion Met</p> <p>26/28 students in GART 1210 scored 70 or higher on the Brochure. (05/17/2018)</p> <p><b>Analysis:</b> The criterion was far exceeded.</p>	<p><b>Action Taken (Use of Results):</b> For 2018-2019, the brochure will change to the SkillsUSA Brochure. (05/17/2018)</p>