

Graphic Art PLOs 2018-2019



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: 2018 - 2019 EoY Result Type: Criterion Met 19/19 (100%) of the students in GART 2140 scored a 70 or better on the Raster II Final Project. (06/19/2019) Analysis: The criterion was far exceeded.</p>	<p>Action Taken (Use of Results): Next year there should be dramatic changes to the degree including a new degree name (Digital Communication) and two new concentrations (Graphic Design and Media Production). There will be completely updated PLOs in '19-'20. (06/19/2019)</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: 2018 - 2019 EoY Result Type: Criterion Met 14/17 (82%) of the students in GART 2130 scored a 70 or higher on the Social Cause I assignment. (07/01/2019) Analysis: The criterion was met.</p>	<p>Action Taken (Use of Results): Next year there should be dramatic changes to the degree including a new degree name (Digital Communication) and two new concentrations (Graphic Design and Media Production). There will be completely updated PLOs in '19-'20. (07/01/2019)</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 -</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</p>		

Program Learning Outcomes	Assessment Methods	Assessment Results	Action Taken (Use of Results)
<p>2018, 2018 - 2019 Start Date: 07/01/2016</p>	<p>grade of 70 or higher. Exam - All Graphic Art students in GART 1220 Ad Theory will be tested on 'Ch9 - Headlines and Taglines'. Criterion: 50% of the class will score 70 or higher.</p>	<p>Reporting Period: 2018 - 2019 EoY Result Type: Criterion Met 15/21 (71%) of the students in GART 1220 scored a 70 or better on ch9 - Headlines and Taglines. (07/01/2019) Analysis: The criterion was met.</p>	<p>Action Taken (Use of Results): Next year there should be dramatic changes to the degree including a new degree name (Digital Communication) and two new concentrations (Graphic Design and Media Production). There will be completely updated PLOs in '19-'20. (07/01/2019)</p>
<p>PLO #3 - Upon completing this program, students will be able to demonstrate proficiency in an area of graphic arts. Outcome Status: Active/Ongoing Assessment Year: 2016 - 2017, 2017 - 2018, 2018 - 2019 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. Criterion: 70% of the class will complete the assignment earning a grade of at least 70 or higher.</p>	<p>Reporting Period: 2018 - 2019 EoY Result Type: Criterion Not Met 12/21 students in GART 2500 scored a 70 or higher on the final portfolio. (07/01/2019) Analysis: The criterion was not met.</p>	<p>Action Taken (Use of Results): Next year there should be dramatic changes to the degree including a new degree name (Digital Communication) and two new concentrations (Graphic Design and Media Production). There will be completely updated PLOs in '19-'20. (07/01/2019)</p>
	<p>Demonstration - All Graphic Art students will complete the assignment "SkillsUSA Brochure" in Desktop Publishing, GART 1210. Criterion: 75% of the class will complete the "SkillsUSA Brochure" earning a grade of at least 70 or higher.</p>	<p>Reporting Period: 2018 - 2019 EoY Result Type: Criterion Met 18/18 (100%) of the students in GART 1210 scored a 70 or better on the SkillsUSA Brochure. (06/19/2019) Analysis: The criterion was met.</p>	<p>Action Taken (Use of Results): Next year there should be dramatic changes to the degree including a new degree name (Digital Communication) and two new concentrations (Graphic Design and Media Production). There will be completely updated PLOs in '19-'20. (06/19/2019)</p>