

Assessment: Program Four Column

2019-20 Digital Arts and Communication



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, 2019 - 2020 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: 2019 - 2020 EoY Result Type: Criterion Met 13/13 (100%) of the students in GART 2140 scored a 70 or better on the project. (05/21/2020) Analysis: The criterion was exceeded.</p>	<p>Action Taken (Use of Results): There will likely be changes to the PLOs based on the new Digital Arts and Communication degree. (05/21/2020)</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: 2019 - 2020 EoY Result Type: Criterion Met 9/11 (82%) of the students in GART 2130 scored a 70 or better on the assignment. (05/26/2020) Analysis: The criterion was met.</p>	<p>Action Taken (Use of Results): This criterion might likely change next year with the new Digital Arts and Communication degree. (05/26/2020)</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, 2019 - 2020 Start Date: 07/01/2016</p>	<p>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: 2019 - 2020 EoY Result Type: Criterion Met 20/29 (69%) of the students scored a 70 or higher on headlines and taglines. (05/18/2020) Analysis: The criterion was met.</p>	<p>Action Taken (Use of Results): With the advent of a new Digital Arts and Communication degree, there will likely be some major changes in PLOs for '20-'21. (05/18/2020)</p>
	<p>Demonstration - All Graphic Art students will complete an</p>	<p>Reporting Period: 2019 - 2020 EoY Result Type: Criterion Met</p>	<p>Action Taken (Use of Results): There will likely be some major</p>

Program Learning Outcomes	Assessment Methods	Assessment Results	Action Taken (Use of Results)
	advertising assignment GART 1220. Criterion: 70% of the class will complete the advertising assignment earning a grade of 70 or higher.	27/29 (93%) of the students scored a 70 or better on the advertising assignment. (05/18/2020) Analysis: The criterion was met.	changes to PLOs with the new Digital Arts and Communication degree. (05/18/2020)
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, 2019 - 2020 Start Date: 07/01/2016	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.	Reporting Period: 2019 - 2020 EoY Result Type: Criterion Met 12/13 (92%) of the students scored a 70 or better on the final portfolio. (05/18/2020) Analysis: The criterion was far exceeded.	Action Taken (Use of Results): There could be major changes to this PLO based on the new degree program. (05/18/2020)
	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.	Reporting Period: 2019 - 2020 EoY Result Type: Criterion Met 8/8 (100%) of the students in GART 1210 scored a 70 or better on the brochure. (05/21/2020) Analysis: The criterion was exceeded.	Action Taken (Use of Results): There will likely be updated PLOs with the new Digital Arts and Communication degree. (05/21/2020)