

# Digital Arts and Communication PLOs 2020-21



## Acad Program – Digital Communication (AAS)

**Unit Assessment Coordinator:** Dr. David Shankle

**Mission:** The mission of the Digital Communication program is to provide students the necessary skills for employment and advancement in the field of digital media.

<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 use industry software and equipment.  <b>Assessment Year:</b> 2020 - 2021  <b>Start Date:</b> 07/01/2019</p>	<p><b>Demonstration</b> - Students in GART 2140 will complete the Raster II Final Project.  <b>Criterion:</b> 80% of the students in GART 2140 will complete the Raster II Final project with a score of 70 or better.</p>	<p><b>Reporting Period:</b> 2020 - 2021 EoY  <b>Result Type:</b> Criterion Met                      100% of the students in GART 2140 successfully completed the Raster II Final Project with a score of 70 or better. (06/01/2021)  <b>Analysis:</b> Buck</p>	<p><b>Action Taken (Use of Results):</b> No further changes will be made at this time. Software and equipment has been replaced and upgraded since Hurricanes Laura and Delta destroyed everything in our department. (06/30/2021)</p>
	<p><b>Demonstration</b> - Students in GART 2130 will complete the Social Cause I project.  <b>Criterion:</b> 75% of the students in GART 2130 will score a 70 or better on the Social Cause I project</p>	<p><b>Reporting Period:</b> 2020 - 2021 EoY  <b>Result Type:</b> Criterion Met                      100% of the students in GART 2130 scored 70 or better on the Social Cause I project. (06/01/2021)  <b>Analysis:</b> Jessen</p>	<p><b>Action Taken (Use of Results):</b> Students continue to excel in Digital Communication; therefore, no changes are warranted at this time. (06/30/2021)</p>
<p><b>PLO #2</b> - Upon completing this program, students will be able to create an effective advertising message.  <b>Assessment Year:</b> 2020 - 2021</p>	<p><b>Exam</b> - All students in GART 1220 Ad Theory will be tested on Chapter 9 Headlines and Taglines.  <b>Criterion:</b> 50% of the class will score 70 or higher on the exam.</p>	<p><b>Reporting Period:</b> 2020 - 2021 EoY  <b>Result Type:</b> Criterion Met                      68% of the students in GART 1220 scored 70 or higher on the exam. (06/01/2021)  <b>Analysis:</b> Jessen</p>	<p><b>Action Taken (Use of Results):</b> Even though the criterion was met, this assignment may deserve reviews and revisions. (06/30/2021)</p>
	<p><b>Demonstration</b> - All students will complete an advertising assignments in GART 1220.  <b>Criterion:</b> 70% of the class will complete an advertising assignment earning a grade of 70 or higher.</p>	<p><b>Reporting Period:</b> 2020 - 2021 EoY  <b>Result Type:</b> Criterion Met                      68% of the students in GART 1220 successfully completed the advertising assignment with a grade of 70 or higher. (06/01/2021)</p>	<p><b>Action Taken (Use of Results):</b> As in the previous demonstration, this assignment may need revising/updating. (06/30/2021)</p>

<i>Program Learning Outcomes</i>	<i>Assessment Methods</i>	<i>Assessment Results</i>	<i>Action Taken (Use of Results)</i>
<p><b>PLO #3</b> - Upon completing this program, students will be able to demonstrate proficiency in digital media.</p> <p><b>Assessment Year:</b> 2020 - 2021</p>	<p><b>Capstone Assignment</b> - All students will publish a final portfolio for area-professional review in GART 2500 Portfolio and Presentation.</p> <p><b>Criterion:</b> 70% of the class will complete the final portfolio earning a grade of at least 70 or higher.</p>	<p><b>Analysis:</b> Jessen</p> <hr/> <p><b>Reporting Period:</b> 2020 - 2021 EoY  <b>Result Type:</b> Criterion Met  83% of the class successfully completed the final portfolio. (06/01/2021)  <b>Analysis:</b> Jessen</p>	<p><b>Action Taken (Use of Results):</b>  The criterion was met; no changes will be implemented at this time. (06/30/2021)</p>
	<p><b>Demonstration</b> - All students will complete the a brochure assignment in GART 1210 Desktop Publishing.</p> <p><b>Criterion:</b> 75% of the class will complete the brochure assignment earning a grade of at least 70 or higher.</p>	<p><b>Reporting Period:</b> 2020 - 2021 EoY  <b>Result Type:</b> Criterion Met  80% of the class successfully completed the brochure assignment earning a grade of at least 70. (06/01/2021)  <b>Analysis:</b> Buck</p>	<p><b>Action Taken (Use of Results):</b>  Students were successful on this demonstration of the PLO; therefore, no changes are needed at this time. (06/30/2021)</p>