

Assessment: Program Four Column

2021-22 Digital Arts and Communication



Acad Program – Digital Arts and 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>PLO #1 - Upon completing this program, students will use industry software and equipment.</p> <p>Assessment Year: 2020 - 2021, 2021 - 2022</p> <p>Start Date: 07/01/2019</p>	<p>Demonstration - Students in GART 2140 will complete the Raster II Final Project.</p> <p>Criterion: 80% of the students in GART 2140 will complete the Raster II Final project with a score of 70 or better.</p>	<p>Reporting Period: 2021 - 2022 EoY</p> <p>Result Type: Criterion Met</p> <p>87% of the students in GART 2140 completed the Raster II final project with a 70 or better.</p> <p>Spring 13/15 = 87% (06/30/2022)</p> <p>Additional Notes: Buck</p> <p>Analysis: Students met the criterion.</p>	<p>Action Taken (Use of Results): No changes will be made at this time. Students are exceeding the criterion. (06/30/2022)</p>
	<p>Demonstration - Students in GART 2130 will complete the Social Cause I project.</p> <p>Criterion: 75% of the students in GART 2130 will score a 70 or better on the Social Cause I project</p>	<p>Reporting Period: 2021 - 2022 EoY</p> <p>Result Type: Criterion Met</p> <p>100% of the students in GART 2130 completed the Social Cause I assignment with a score of at least 70.</p> <p>Fall 5/5 = 100%</p> <p>Spring 13/13 = 100%</p> <p>Total 18/18 = 100% (06/30/2022)</p> <p>Additional Notes: Jessen</p> <p>Analysis: The criterion was exceeded.</p>	<p>Action Taken (Use of Results): No changes will be implemented at this time. (06/30/2022)</p>
<p>PLO #2 - Upon completing this program, students will be able to create an effective advertising message.</p> <p>Assessment Year: 2020 - 2021, 2021 - 2022</p>	<p>Exam - All students in GART 1220 Ad Theory will be tested on Chapter 9 Headlines and Taglines.</p> <p>Criterion: 50% of the class will score 70 or higher on the exam.</p>	<p>Reporting Period: 2021 - 2022 EoY</p> <p>Result Type: Criterion Met</p> <p>The criterion was met with a 70% success rate.</p> <p>Fall 7/11 = 64%</p> <p>Spring 7/9 = 78%</p> <p>Total 14/20 = 70% (06/30/2022)</p> <p>Additional Notes: Jessen</p> <p>Analysis: The criterion should be raised.</p>	<p>Action Taken (Use of Results): Students far exceeded the expected criterion; therefore, the criterion rate should be raised. (06/30/2022)</p>
	<p>Demonstration - All students will</p>	<p>Reporting Period: 2021 - 2022 EoY</p>	<p>Action Taken (Use of Results): I</p>

Program Learning Outcomes	Assessment Methods	Assessment Results	Action Taken (Use of Results)
	<p>complete an advertising assignments in GART 1220.</p> <p>Criterion: 70% of the class will complete an advertising assignment earning a grade of 70 or higher.</p>	<p>Result Type: Criterion Met</p> <p>The criterion was barely met at 70%.</p> <p>Fall 7/11 = 64%</p> <p>Spring 7/9 = 78%</p> <p>Total 14/20 = 70% (06/30/2022)</p> <p>Additional Notes: Jessen</p> <p>Analysis: The criterion was met.</p>	<p>will recommend the instructor review the assignment and provide additional instruction/assistance to students so that a higher percentage does well on the assignment. (06/30/2022)</p>
<p>PLO #3 - Upon completing this program, students will be able to demonstrate proficiency in digital media.</p> <p>Assessment Year: 2020 - 2021, 2021 - 2022</p>	<p>Capstone Assignment - All students will publish a final portfolio for area-professional review in GART 2500 Portfolio and Presentation.</p> <p>Criterion: 70% of the class will complete the final portfolio earning a grade of at least 70 or higher.</p>	<p>Reporting Period: 2021 - 2022 EoY</p> <p>Result Type: Criterion Met</p> <p>85% of the students in GART 2500 scored at least a 70 on their final portfolio.</p> <p>Fall 7/8 = 88%</p> <p>Spring 4/5 = 80%</p> <p>Total 11/13 = 85% (06/30/2022)</p> <p>Additional Notes: Jessen</p> <p>Analysis: Students met the criterion with well-prepared portfolios.</p>	<p>Action Taken (Use of Results): No change will be made to this assessment. (06/30/2022)</p>
	<p>Demonstration - All students will complete the a brochure assignment in GART 1210 Desktop Publishing.</p> <p>Criterion: 75% of the class will complete the brochure assignment earning a grade of at least 70 or higher.</p>	<p>Reporting Period: 2021 - 2022 EoY</p> <p>Result Type: Criterion Met</p> <p>100% of the students in GART 1210 successfully completed the brochure assignment.</p> <p>Fall 5/5 = 100% (06/30/2022)</p> <p>Additional Notes: Buck</p> <p>Analysis: The criterion was exceeded.</p>	<p>Action Taken (Use of Results): No change will be made to this assessment at this time. (06/30/2022)</p>