

Assessment: Program Four Column

2022-23 Digital Arts and Communication



Acad Program – Digital Arts and Communication (AAS)

Unit Assessment Coordinator: Margaret M. Coleman

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 skillfully demonstrate use of industry software and equipment. Outcome Status: Active/Ongoing Assessment Year: 2020 - 2021, 2021 - 2022, 2022 - 2023 Start Date: 07/01/2019</p>	<p>Demonstration - Students in GART 1240 will complete a Raster 1 photo restoration project. Criterion: 80% of the students in GART 1240 will complete a Raster 1 photo restoration project with a minimum score of 70.</p>	<p>Reporting Period: 2022 - 2023 EoY Result Type: Criterion Met Fall 2022 - 17 out of 20 students met the criterion Spring 2023 - 4 out of 4 students met the criterion Total - 33 out of 37 students met the criterion 89% of the students completed the photo restoration project with a score of 70 or better. (06/15/2023) Additional Notes: Buck Analysis: The criterion was exceeded; students are gaining knowledge and increase skills.</p>	<p>Action Taken (Use of Results): All assessments will be reviewed for the next academic year. (06/15/2023)</p>
	<p>Demonstration - Students in GART 2110 will complete the Camera Settings Practical Exam. Criterion: 80% of the students in GART 2110 will complete the Camera Settings Practical Exam with a minimum score of 70.</p>	<p>Reporting Period: 2022 - 2023 EoY Result Type: Criterion Met Fall 2022 - 11 out of 13 students met the criterion Spring 2023 - 5 out of 5 students met the criterion Total - 16 out of 18 students met the criterion 89% of the students completed the camera settings practical exam with a score of 70 or better. (06/15/2023) Additional Notes: A. John Analysis: Great results! Students are gaining knowledge and acquiring/improving skills.</p>	<p>Action Taken (Use of Results): Great results! All assessments are under review for academic year 2023-24. (06/15/2023)</p>
<p>PLO #2 - Upon completing this program, students will be able to create an effective advertising message. Assessment Year: 2020 - 2021, 2021 -</p>	<p>Exam - All students in GART 1220 Ad Theory will be tested on Chapter 9 Headlines and Taglines. Criterion: 60% of the class will score 70 or higher on the exam.</p>	<p>Reporting Period: 2022 - 2023 EoY Result Type: Criterion Not Met Fall 2022 - 6 out of 12 students met the criterion Spring 2023 - 4 out of 7 students met the criterion Total - 10 out of 19 students met the criterion</p>	<p>Action Taken (Use of Results): Students need to be more conscientious about preparing for exams. Additional instruction may need to be provided for this exam.</p>

Program Learning Outcomes	Assessment Methods	Assessment Results	Action Taken (Use of Results)
2022, 2022 - 2023	<p>Notes: The criterion was upgraded from 50% to 60% in the 2022-23 academic year.</p> <p>Demonstration - Using the principles and elements of design, students will complete a magazine print ad project in GART 1230.</p> <p>Criterion: 75% of the students in GART 1230 will complete a magazine print ad project in GART 1230 with a minimum score of 70.</p>	<p>53% of the students completed Chapter 9 Headlines and Taglines exam with a score of 70 or better. (06/15/2023)</p> <p>Additional Notes: Jessen</p> <p>Analysis: The criterion was upgraded from 50% to 60% for this academic year.</p>	<p>Students have performed better on this assessment in previous academic years. (06/15/2023)</p>
<p>PLO #3 - Upon completing this program, students will demonstrate proficiency in digital media.</p> <p>Assessment Year: 2020 - 2021, 2021 - 2022, 2022 - 2023</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 students in GART 2500 will complete the final portfolio earning a grade of at least 70 or higher.</p>	<p>Reporting Period: 2022 - 2023 EoY</p> <p>Result Type: Criterion Not Met</p> <p>Fall 2022 - 4 out of 5 students met the criterion</p> <p>Spring 2023 - 2 out of 5 students met the criterion</p> <p>Total - 6 out of 10 students met the criterion</p> <p>60% of the students completed the final portfolio with a score of 70 or better. (06/15/2023)</p> <p>Additional Notes: Jessen</p> <p>Analysis: Only 60% of the students met the criterion. By this point in a student's degree, they should be meeting the criterion.</p>	<p>Action Taken (Use of Results): A review of this assessment will be made. (06/15/2023)</p>
	<p>Demonstration - Students in GART 1040 will sketch and create a hand-lettered logo project using Adobe Illustrator.</p> <p>Criterion: 80% of the students in GART 1040 will complete the assignment with a minimum of 70.</p>	<p>Reporting Period: 2022 - 2023 EoY</p> <p>Result Type: Criterion Met</p> <p>Fall 2022 - 8 out of 8 students met the criterion</p> <p>Spring 2023 - 12 out of 13 students met the criterion</p> <p>Total - 20 out of 21 students met the criterion</p> <p>95% of the students completed the hand-lettered logo project using Adobe Illustrator with a score of 70 or better. (06/15/2023)</p> <p>Additional Notes: Buck</p> <p>Analysis: Great results!</p>	