



Program Assessment Report (PAR)

Graphic & Multimedia Design (GMD) Associate Degree

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ACADEMIC YEAR COVERED BY THIS REPORT: [AcademicYear]

I. PROGRAM LEARNING OUTCOMES

Graduates will demonstrate effective written, oral and communication skills. Graduates will develop concepts and apply communication design skills developing solutions for challenging situations within an organizational setting. Graduates will demonstrate technology and software skills used in the graphic design and multimedia field.

II. PROCEDURES USED FOR ASSESSMENT

A. Direct Assessment

Students will complete multiple project presentations in IT 2350 - Branding Experience Concepts. These project solutions will include research, analysis, development, implementation of a branded graphic design. Instructor will select project presentations at random and compare to the rubrics in Pilot. Students will develop their communication design skills in IT 2320 - Publications Design with weekly solutions to business design skill problems. Instructor will choose assignments at random and measure them against established criteria. Students will complete a design portfolio, business and graphic resume, self-promotional materials and a personal website in IT 2400 - Employee Portfolio Development showcasing their accomplishments during the program. Instructor will all of the portfolio elements and the overall development of the portfolio.

B. Scoring of Student Work

Scoring of student work will be in house using rubrics and other methods indicated in procedures used for assessment.

C. Indirect Assessment

[IndirectAssessment]

III. ASSESSMENT RESULTS/INFORMATION:

[AssessmentResult]

[Summary]

[Analysis]

IV. ACTIONS TO IMPROVE STUDENT LEARNING

Information from assessments will be reviewed by all faculty teaching in the Graphic Design and Multimedia associate degree. We will continually monitor assessments to make sure they are still relevant as we gather artifacts from students.

V. SUPPORTING DOCUMENTS

Additional documentation, when provided, is stored in the internal Academic Program Assessment of Student Learning SharePoint site.