



## Program Assessment Report (PAR)

### Graphic & Multimedia Design (GMD) Associate Degree

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**ACADEMIC YEAR COVERED BY THIS REPORT:** 2021-2022

#### I. PROGRAM LEARNING OUTCOMES

1. Students will demonstrate effective written, oral and digital communication skills. 2. Students will learn to concept and apply communication design skills to develop solutions for challenging situations within an organizational setting. 3. Students will develop competencies associated with ethics and social responsibility. 4. Students will demonstrate efficient skill with current leading technology and software used in the graphic design and digital media field.

#### II. PROCEDURES USED FOR ASSESSMENT

##### A. Direct Assessment

1. Students will demonstrate effective written, oral, and digital communication skills. • Students are assessed during their first year with IT1010 Graphics Terminology. • Students are evaluated with their final project and presentation. 2. Students will learn to concept and apply communication design skills to develop solutions for challenging situations within an organizational setting. • Students are assessed during their first year with IT1400 Layout and Design. • Students are evaluated with a midterm skill project, a final project presentation, and a final exam. 3. Students will develop competencies associated with ethics and social responsibility. • Students are assessed after obtaining the knowledge with IT1100 Communicational Ethics of Technology in Society. • Skills are also developed in multiple concentration courses, including IT2320 Publication Design, IT2350 Branding Experience Concepts, IT2500 Promotional Design, and IT 2400 Employee Portfolio Development. • Each of these courses gives a final exam that includes the assessment of ethics and social responsibility that are crucial to be developed in the career. 4. Students will demonstrate efficient skills with current leading technology and software used in the graphic design and digital media field. • Students are assessed after each software course with skill efficiency project challenges during the

semester. The final skill project and exam will be the indicating assessment that will demonstrate the student's final performance. • Students are assessed for an overall program assessment during their second year of the associate's program in the IT2400 Employee Portfolio Development. • Students will showcase their knowledge and accomplishments with a digital and printed portfolio, website, and self-promotional elements that will encompass their skills of the overall skill development from the program.

## **B. Scoring of Student Work**

Scoring of student work will be in house using rubrics and other methods indicated in procedures used for assessment. 1. Students will demonstrate effective written, oral and digital communication skills. • Students' assessment will be evaluated from a rubric developed from the project requirements that includes the needs for the assignment. 2. Students will learn to concept and apply communication design skills to develop solutions for challenging situations within an organizational setting. • Students' assessment will be evaluated from a rubric developed from the project requirements that includes the needs for the assignment. • Students on their final exam are evaluated with a set score rating. 3. Students will develop competencies associated with ethics and social responsibility. • Students' assessment on mid-term paper and final exam will be evaluated from a rubric for IT1100 and CS1000. • Students' assessment will be evaluated from a rubric developed from the project requirements that includes the needs for the assignments in IT2320, IT2350, and IT2500. • Students will be assessed on the student's overall skill at the end of the semester for IT2400 after the annual community portfolio review using a requirement list and course skills rubric. 4. Students will demonstrate efficient skill with current leading technology and software used in the graphic design and digital media field. • Students' assessment will be evaluated from a rubric developed from the project requirements that includes the needs for the assignment. • Students on their final exam are evaluated with a set score rating. • Students will be assessed on the student's overall skill at the end of the semester for IT2400 after the annual community portfolio review using a requirement list and course skills rubric.

## **C. Indirect Assessment**

Learning Outcomes 1. Students will demonstrate effective written, oral and digital communication skills. 2. Students will learn to concept and apply communication design skills to develop solutions for challenging situations within an organizational setting. 3. Students will develop competencies associated with ethics and social responsibility. 4. Students will demonstrate efficient skill with current leading technology and software used in the graphic design and digital media field. Indirect Assessment • An overview of all of these learning outcomes are addressed with an exit interview with the program coordinator and the student during the portfolio community review in IT2400

during their last week in the program. • Program is developing a graduate focus group to retain connection in the field with needs and connection for curriculum updates. Direct Assessment • Students project assignments will have in depth comments left for them to improve on knowledge. • Peer assessment is part of project delivery to show work and have a collaborative improvement by assessing each other on discussion boards.

### **III. ASSESSMENT RESULTS/INFORMATION:**

2021-2022 The learning outcome assessed this year was: 3. Students will develop competencies associated with ethics and social responsibility.

The 2021-2022 assessment #3 - Summary & Analysis: There are several courses that we can assess these learning outcomes. • Students' assessment on mid-term paper and final exam will be evaluated from a rubric for IT1100 and CS1000. • Students' assessment will be evaluated from project rubrics developed for the assignments in IT2320, IT2350, and IT2500. • Students will be assessed on the student's overall skill at the end of the semester for IT2400 after the annual community portfolio review using a requirement list and course skills rubric. Students are assessed in IT2400 Portfolio Development with a semester project of producing their personal branding, resume, works in a portfolio (print & digital). They finish the course with a community and business presentation of their portfolio and developed work in the course. This outcome may be curious to some on how we can assess if these outcomes have been developed. A critical social responsibility and ethics are necessary to make sure students understand how images are collected or material obtained, changed and manipulated in this career. This is assessed with how they produce their own work or give credit to the sites, or creators that they have used in their final solutions. Summary is a comprehensive of the entire course on IT2400 Portfolio Development : The data out of 1605 possible points with (N = 17) students (M = 1408, Mdn = 1605, Mo = 1605, SD = 476.21). The average of (M = 1408) and higher was scored by 80% of the students. Assessment showed that students had previously had a problem with hard due dates. A change was done to give students more time along the semester for each element at their own pace. This has shown this year that this change for students, also showed they had a hard time with prioritizing their time to deliver the entire list of requirements at the end of the semester. What was changed to allow more time to deliver actually backfired on the other students who needed that option. A flexible option with soft and hard dates will be changed for the next year to satisfy each type of student. (Student examples and project rubric attached at end)

[Analysis]

### **IV. ACTIONS TO IMPROVE STUDENT LEARNING**

All learning outcomes and overview of any change in focus on skills are discussed and addressed with the programs' instructors at the beginning and end of the semester during the program's team meeting. Fall 2022: The IT2020 Photoshop 2 course in Spring 2023 will be working with a community corporation to build project sponsorship to create collaboration and real-world experience for the students. Fall 2022: The IT1300 Illustrator 1 course in Spring 2023 will be working with a community corporation to build project sponsorship to create collaboration and real-world experience for the students. Fall 2022: The IT2210 Web Theory 2 course in Spring 2023 will be working with a community corporation to build project sponsorship to create collaboration and real-world experience for the students. Fall 2022: The IT2400 Employment Portfolio Development has coming speakers for advice on obtaining career positions. Fall 2022: Plans for a program grad reunion with a question seminar for students to participate in discussions and questions. With the assessed course IT2400 Portfolio Development, the average of the scores for the mid-term project was (M = 1408), and higher was scored by 80% of the students. There was a low percentage of students who could not keep up with the self-management of the course development throughout the total 15 weeks before the portfolio review at the end of the semester. As this course sets students up to complete their degree and is prepared for an interview and career, they need to complete the course material.

## **V. SUPPORTING DOCUMENTS**

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