



Program Assessment Report (PAR)

Graphic & Multimedia Design (GMD) Associate Degree

REPORT PREPARED by: Richter, Teresa L.

ACADEMIC YEAR COVERED BY THIS REPORT: 2020-2021

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:

2020-2021 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.

The 2020-2021 assessment #3 - Summary & Analysis: 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. Students are assessed in IT1400 Layout and Design with a midterm skill project and then a final project presentation and final exam. The project and exam give an analysis on how student's concept and apply communication design skills in their development for solutions to challenging situations. The final project involves the student collaborating their learned skills and knowledge to concept and develop an EPUB (electronic publication). This multiple page document includes deep software knowledge and layout skill for communication. Effective written and digital communication skill are observed. This challenging project prepares the student to create a problem solution that can be utilized in any organizational setting for interactive communication. (Student examples and project rubric attached at end) Summary data on IT1400 Midterm Project: The data out of 100 possible points with (N = 22) students (M = 89.55, Mdn = 95, Mo = 100, SD = 12.24). The average of (Mdn = 95) and higher was scored by 59.1% of the students. Summary data on Final Exam: The data out of 50 possible points with (N = 28) students (M = 41, Mdn = 42, Mo = 46, SD = 5.51). The average of (Mdn = 42) and higher was scored by 55% of the students.

[Analysis]

IV. ACTIONS TO IMPROVE STUDENT LEARNING

(Student examples and project rubric attached at end) Fall 2020: The IT2350 Branding course started working along with various community companies to build project sponsorship to create collaboration and real-world experience for the students. Spring 2020: The IT2320 started working with a community corporation to build project sponsorship to create collaboration and real-world experience

for the students. Fall 2021: The Multimedia program has updated IT2210 Web Theory II to align more with the industry needs by removing software from the study that is being used less in the industry. The program chose to accept the addition of UX/UI study to be implemented as the course study. This study still applied itself to the research and development of the web industry for e-commerce layout.

V. SUPPORTING DOCUMENTS

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