

# **Course Student Learning Outcomes Assessment**

**ART 122 Graphic Design I**

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## **General Information (Course Student Learning Outcomes Assessment)**

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# Standing Requirements

## 📖 Course Description

Introduction to basic graphic design concepts techniques and practices resulting in the production of effective visual communications. Projects combine text with images using current industry standards and technology in print media and other design applications.

## 📖 Course Student Learning Outcomes

### ART 122 Graphic Design I Outcome Set

#### Outcome

##### Outcome

##### Outcome 1

Students who successfully complete this course should be able to create graphic designs that combine text with images using current industry standards and print media technology.

##### Outcome 2

Students who successfully complete this course should be able to analyze and evaluate designs that combine text with images by applying knowledge of principles of visual communication and current technological and industry practices.

##### Mapping

**Institutional Student Learning Outcomes:** Act 1, Communicate 1, Communicate 2, Communicate 3, Learn 1, Learn 2, Learn 3, Think 1, Think 2, Think 3

**Institutional Student Learning Outcomes:** Act 1, Act 2, Act 3, Communicate 1, Communicate 2, Communicate 3, Learn 1, Learn 2, Learn 3, Think 1, Think 2, Think 3

# 2014-2015 Assessment Cycle

## Measurements

### Outcomes and Measures

#### ART 122 Graphic Design I Outcome Set

##### Outcome

###### Outcome 1

Students who successfully complete this course should be able to create graphic designs that combine text with images using current industry standards and print media technology.

▼ **Measure:** Project Analysis  
Course level; Direct - Portfolio

**Description of Measurement Tool:** A project assigned in the last 25% of the semester is assessed using a 4-point rubric.

**Criteria for Success: Individual & Collective Student Criterion:** It is expected that 70% of students will score a 3 or better.

**Cycle of Assessment:** Every Fall

**Who is Responsible for Assessment Activity?:** Steve Gonsowski

###### Outcome 2

Students who successfully complete this course should be able to analyze and evaluate designs that combine text with images by applying knowledge of principles of visual communication and current technological and industry practices.

▼ **Measure:** Project Analysis  
Course level; Direct - Portfolio

**Description of Measurement Tool:** A project assigned in the last 25% of the semester is assessed using a 4-point rubric.

**Criteria for Success: Individual & Collective Student Criterion:** It is expected that 70% of students will score a 3 or better.

**Cycle of Assessment:** Every Fall

**Who is Responsible for Assessment Activity?:** Steve Gonsowski

## Findings

### Finding per Measure

#### ART 122 Graphic Design I Outcome Set

##### Outcome

###### Outcome 1

Students who successfully complete this course should be able to create graphic designs that combine text with images using current industry standards and print media technology.

▼ **Measure:** Project Analysis  
Course level; Direct - Portfolio

**Description of Measurement Tool:** A project assigned in the last 25% of the semester is assessed using a 4-point rubric.

**Criteria for Success: Individual & Collective Student Criterion:** It is expected that 70% of students will score a 3 or better.

**Cycle of Assessment:** Every Fall

**Who is Responsible for Assessment Activity?:** Steve Gonsowski

**Findings for Project Analysis**

**Summary of Findings:** 15 Students were assessed

Total of Students with a score of 4 = 3 (20)%

Total of Students with a score of 3 = 7 (47)%

Total of Students with a score of 2 = 5 (33)%

Total of Students with a score of 1 = 0 (00)%

Total of Students with a score of 0 = 0 (00)%

**Results:** Criteria for Success Achievement Status: Not Met

**Analysis of Findings:** 67% percent of students scored a 3 or better. 3 percentage points less than the expected 70%.

The results of this SLO were very close to what was expected. In addition the score of 67% closely matched the percentage of projects that I feel were up to the standard of a first year design class.

**Recommendations:** I set my standards higher than the last time I performed this SLO. But rather than lower my standards, next time I will stress to the students just how high the standards are.

**This Findings is associated with the following Actions:**

**Rubric Description**

(Plans of Action; 2014-2015 Assessment Cycle)

**Outcome 2**

Students who successfully complete this course should be able to analyze and evaluate designs that combine text with images by applying knowledge of principles of visual communication and current technological and industry practices.

**Measure: Project Analysis**

Course level; Direct - Portfolio

**Description of Measurement Tool:** A project assigned in the last 25% of the semester is assessed using a 4-point rubric.

**Criteria for Success: Individual & Collective Student Criterion:** It is expected that 70% of students will score a 3 or better.

**Cycle of Assessment:** Every Fall

**Who is Responsible for Assessment Activity?:** Steve Gonsowski

**Findings for Project Analysis**

**Summary of Findings:** 13 Students were assessed

Total of Students with a score of 4 = 3 (23)%

Total of Students with a score of 3 = 9 (69)%

Total of Students with a score of 2 = 1 (8)%

Total of Students with a score of 1 = 0 (00)%

Total of Students with a score of 0 = 0 (00)%

**Results:** Criteria for Success Achievement Status: Met

**Analysis of Findings:** 92% percent of students scored a 3 or better. 22 percentage points higher than the expected 70%.

Even though many students scored only two points in the some of the categories, most ended up with an average of 3. Thus the averages indeed are high, but the individual scores are a more accurate indicator of what actually took place.

**Recommendations:** I will try to come up with a system that encourages the students to dig deeper into the analyses of designs (and possibly detail corrections for the designs) so that the results of this SLO closer match that of SLO 1.

**Overall Recommendations**

No text specified

## Plans of Action

### Actions

#### ART 122 Graphic Design I Outcome Set

##### Outcome

###### Outcome 1

Students who successfully complete this course should be able to create graphic designs that combine text with images using current industry standards and print media technology.

###### ▼ Action: Rubric Description

###### This Action is associated with the following Findings

###### Findings for Project Analysis

(Measurements and Findings; 2014-2015 Assessment Cycle)

**Summary of Findings:** 15 Students were assessed

Total of Students with a score of 4 = 3 (20)%

Total of Students with a score of 3 = 7 (47)%

Total of Students with a score of 2 = 5 (33)%

Total of Students with a score of 1 = 0 (00)%

Total of Students with a score of 0 = 0 (00)%

**Details of Plan of Action:** The standards were higher than the last time this SLO assessment was performed and the students were not made aware of this. An emphasis will be put on explaining to the students what is expected from the assessed project.

**Plan of Action Timeline:** Next time the class is offered.

**Who is responsible for carrying out the Plan of Action?:** Steve Gonsowski

**How will you determine if the Plan of Action has been effective?:** By looking at the data from next year's assessment.

**Additional Resources Required (if any):**

**Budget request amount:** \$0.00

**Priority:** Medium

## Status Reports

### Action Statuses

#### ART 122 Graphic Design I Outcome Set

##### Outcome

###### Outcome 1

Students who successfully complete this course should be able to create graphic designs that combine text with images using current industry standards and print media technology.

###### ▼ Action: Rubric Description

**Details of Plan of Action:** The standards were higher than the last time this SLO assessment was performed and the students were not made aware of this. An emphasis will be put on explaining to the students what is expected from the assessed project.

**Plan of Action Timeline:** Next time the class is offered.

**Who is responsible for carrying out the Plan of Action?:** Steve Gonsowski

**How will you determine if the Plan of Action has been effective?:** By looking at the data from next year's assessment.

**Additional Resources Required (if any):**

**Budget request amount:** \$0.00

**Priority:** Medium

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**Status** for Rubric Description

*No Status Added*

### Status Summary

*No text specified*

### Summary of Next Steps

*No text specified*



## 2013-2014 Assessment Cycle

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 **Measurements**

 **Findings**

 **Plans of Action**

 **Status Reports**

## 2012-2013 Assessment Cycle

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 **Measurements**

 **Findings**

 **Plans of Action**

 **Status Reports**