

Course Student Learning Outcomes Assessment

ART 195 Introduction to Digital Media Arts

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General Information (Course Student Learning Outcomes Assessment)

Standing Requirements

Course Description

Introduction to digital media arts for artists photographers web designers programmers and animation artists. Includes an overview of Photoshop Illustrator InDesign digital graphics terminology careers market applications and design components. Work in computer lab with scanners printers CD ROM's and the Web.

Course Student Learning Outcomes

ART 195 Introduction to Digital Media Arts Outcome Set

Outcome	
Outcome	Mapping
Outcome 1 Students who successfully complete this course should be able to create digital media using a variety of software.	Institutional Student Learning Outcomes: Act 1, Act 2, Communicate 1, Communicate 2, Communicate 3, Learn 1, Think 1, Think 2, Think 3
Outcome 2 Students who successfully complete this course should be able to explain the use of computer graphics in a variety of settings and contexts.	Institutional Student Learning Outcomes: Act 1, Communicate 1, Communicate 3, Learn 1, Learn 2, Think 1, Think 2

2014-2015 Assessment Cycle

Measurements

Outcomes and Measures

ART 195 Introduction to Digital Media Arts Outcome Set

Outcome

Outcome 1

Students who successfully complete this course should be able to create digital media using a variety of software.

▼ **Measure:** Project Assessment
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 3pts or better.

Cycle of Assessment: Every Fall Semester

Who is Responsible for Assessment Activity?: Steve Gonsowski

Outcome 2

Students who successfully complete this course should be able to explain the use of computer graphics in a variety of settings and contexts.

▼ **Measure:** Project Assessment
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 3pts or better.

Cycle of Assessment: Every Fall Semester

Who is Responsible for Assessment Activity?: Steve Gonsowski

Findings

Finding per Measure

ART 195 Introduction to Digital Media Arts Outcome Set

Outcome

Outcome 1

Students who successfully complete this course should be able to create digital media using a variety of software.

▼ **Measure:** Project Assessment
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 3pts or better.

Cycle of Assessment: Every Fall Semester

Who is Responsible for Assessment Activity?: Steve Gonsowski

Findings for Project Assessment

Summary of Findings: 9 Students were assessed

- Total of Students with a score of 4 = 2 (22)%
- Total of Students with a score of 3 = 4 (44)%
- Total of Students with a score of 2 = 2 (22)%
- Total of Students with a score of 1 = 1 (11)%
- Total of Students with a score of 0 = 0 (00)%

66% percent of students scored a 3 or better. 4 percentage points less than the expected 70%.

Results: Criteria for Success Achievement Status: Not Met

Analysis of Findings: I had more students this semester than last who had difficulty learning (or remembering) the three software programs emphasized in the class.

Recommendations: I recommend that we find a book that covers Adobe Illustrator, Photoshop, and InDesign so that the students have an easily assessable resource.

Outcome 2

Students who successfully complete this course should be able to explain the use of computer graphics in a variety of settings and contexts.

▼ **Measure:** Project Assessment

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 3pts or better.

Cycle of Assessment: Every Fall Semester

Who is Responsible for Assessment Activity?: Steve Gonsowski

Findings for Project Assessment

Summary of Findings: 9 Students were assessed

- Total of Students with a score of 4 = 0 (0)%
- Total of Students with a score of 3 = 6 (67)%
- Total of Students with a score of 2 = 2 (22)%
- Total of Students with a score of 1 = 1 (11)%
- 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%.

Recommendations: Come up with a more appropriate SLO. I feel that students need to be able to talk about their work and process but talking about software is not as necessary and difficult to subjectively assess. I suggest an SLO that focuses on the ever-important Pen Tool in Adobe Illustrator.

Eg. SLO1: After about 4 weeks of class, students will be assessed on their ability to smoothly and appropriately stay inside a maze using the Pen Tool in Adobe Illustrator. It is expected that 70% of the students will score 80% or better on this Maze Quiz.

Overall Recommendations

No text specified

Status Reports

2013-2014 Assessment Cycle

 **Measurements**

 **Findings**

 **Plans of Action**

 **Status Reports**

2012-2013 Assessment Cycle

 **Measurements**

 **Findings**

 **Plans of Action**

 **Status Reports**