

Course Student Learning Outcomes Assessment

ART 221 Graphic Design II

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General Information (Course Student Learning Outcomes Assessment)

Standing Requirements

📖 Course Description

Intermediate level study of concepts in graphic design to assist the artist/designer in formulating aesthetic and purposeful visual communications from roughs through finished art. Creative development of solutions to problems in common print media and other design applications. Explores the combination of images and text using hand skills digital technology and current graphics industry standards and practices.

📖 Course Student Learning Outcomes

ART 221 Graphic Design II Outcome Set

Outcome

Outcome

Mapping

Outcome 1

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

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

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, analysis of audience and current technological and industry practices.

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 221 Graphic Design II Outcome Set

Outcome

Outcome 1

Students who successfully complete this course should be able to create complex 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, analysis of audience and current technological and industry practices.

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

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

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Cycle of Assessment: Every Fall

Who is Responsible for Assessment Activity?: Steve Gonsowski

Findings

Finding per Measure

ART 221 Graphic Design II Outcome Set

Outcome

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Findings for Project Analysis

Summary of Findings: 2 Students were assessed

Total of Students with a score of 4 = 0 (0)%

Total of Students with a score of 3 = 2 (100)%

Total of Students with a score of 2 = 5 (0)%

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

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

Results: Criteria for Success Achievement Status: Met

Analysis of Findings: 100% percent of students scored a 3 or better.

Art221 is the second semester of Art122 and offered at the same time, as the enrollment is typically low. This semester the class had two students.

Recommendations: With only two students to test it is difficult to know if a change warranted. Thus, no change recommended at this time.

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Overall Recommendations

No text specified

Plans of Action

Status Reports

2013-2014 Assessment Cycle

 **Plans of Action**

 **Status Reports**

2012-2013 Assessment Cycle

 **Measurements**

 **Findings**

 **Plans of Action**

 **Status Reports**