

	A	B	C	D	E	F
1	Spring 2012 SLO Assessments (For Spring 2012 Report)					
2	Title	1) Outcome to be assessed	2) Means of assessment and criteria of success	3) Summary of data collected	4) Analysis of data	5) Plan of action/what to do next
3	VBUS-010 Introduction to Web Design using Adobe Dreamweaver	<p>1.Design a fully functional website on the Internet.</p> <p>2.Objectively evaluate the needs of a website for a client's company and the types of elements that should be included in their website.</p> <p>3.Analyze a website for search engine optimization and apply basic search engine marketing techniques.</p> <p>4.Recognize the difference between print and web graphics and be able to communicate to clients the type of graphic files needed for their project.</p>	<p>•A sample website, constructed in class incorporating the following:</p> <ul style="list-style-type: none"> ◦Homepage containing a menu for navigation of the site ◦Minimum of 4 pages ◦Minimum of 3 levels of linked pages ◦Minimum of 2-5 graphics per page ◦Ordered or Unordered lists ◦Multimedia elements <p>•A description of the image types, resolution, and file sizes used on each page</p> <p>•A written summary of the search engine optimization analysis for the site</p>	<p><u>Spring 2012</u></p> <p>4 SLOs combined 80 students assessed; 52 passed</p>	<p><u>Spring 2012</u></p> <p>65% passing rate</p>	<p>Posting samples of student work on our web site to encourage students to produce quality work. Encourage students to enroll in one or more Introduction to Computer Software Applications classes concurrently with VBUS-010-Introduction to Web Design using Adobe Dreamweaver, for further instructions and practice time.</p>