

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
VBUS-102 Introduction to Desktop Publishing using Adobe InDesign	<ol style="list-style-type: none"> <li>1. Upon successful completion of this course students will be able to identify and apply the four basic rules of good design (contrast, repetition, alignment, and proximity) in a publication.</li> <li>2. Upon successful completion of this course students will be able to Design and implement a print publication (newsletter, brochure, poster, etc.) using graphics and text.</li> <li>3. Upon successful completion of this course students will be able to export a publication as an Adobe PDF file, optimized for web, desktop publishing, or offset (professional) printing.</li> </ol>	<ol style="list-style-type: none"> <li>1. The student will submit up to two pages as an electronic file (PDF format) of the layout of a brochure and/or newsletter project created in class, incorporating images (photos, illustrations, royalty-free clipart, etc.) and text.</li> <li>2. The student will prepare and submit an electronic file (PDF format) of a project approved by the instructor, created in the classroom, incorporating a minimum of 4 images (photos, illustrations, royalty-free clipart, etc.) and text.</li> <li>3. The student will submit an optimized (reduced file size) of a final project based on an approved layout containing illustrations, digital photos, and text contained in appropriate frames.</li> </ol>	<p>Spring 2013</p> <p>P = Student has passed each SLO with a grade of 70% or better.</p> <p>3 SLOs combined  <b>28 students assessed;</b>  <b>26 passed</b></p> <p>The department collected the assessment data from scantron assessment sheets in an attempt to measure each SLO with its own assessment. However, the data wasn't consistently formatted for it to be successfully scanned. This resulted in the data being aggregated as indicated above.</p> <p>The department is developing Excel templates to simplify the assessment data gathering process.</p> <p>In addition, the department has developed a Wiki to gather and track all curriculum data, including SLO assessment data.</p>	<p>Spring 2013</p> <p>93% passing rate</p> <p>Performance exceeded expectations; 67 % passing rate in 2012 increased to 93% in 2013.</p>	<p>The faculty will continue to ensure the student assessments reflect industry standards skills required for employability.</p>