

Course Student Learning Outcomes Assessment

ART 129 Graphic Design Concepts for the Web

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General Information (Course Student Learning Outcomes Assessment)

Standing Requirements

📖 Course Description

Introduction to graphic design for Web. An overview of the elements and principles of art as they relate to Web design. Includes learning the technical requirements for colors fonts file optimization effects image resolution and special effects. Includes creative Web design projects.

📖 Course Student Learning Outcomes

ART 129 Graphic Design Concepts for the Web Outcome Set

Outcome	
Outcome	Mapping
Outcome 1 Students who successfully complete this course should be able to create designs for the Web by applying elements and principles of design.	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 create designs using a variety of Web design software and Web specific criteria and techniques.	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

2014-2015 Assessment Cycle

Measurements

Outcomes and Measures

ART 129 Graphic Design Concepts for the Web Outcome Set

Outcome

Outcome 1

Students who successfully complete this course should be able to create designs for the Web by applying elements and principles of design.

▼ **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 Spring semester when the class is offered.

Who is Responsible for Assessment Activity?: Steve Gonsowski

Outcome 2

Students who successfully complete this course should be able to create designs using a variety of Web design software and Web specific criteria and techniques.

▼ **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 Spring semester when the class is offered.

Who is Responsible for Assessment Activity?: Steve Gonsowski

Findings

Finding per Measure

ART 129 Graphic Design Concepts for the Web Outcome Set

Outcome

Outcome 1

Students who successfully complete this course should be able to create designs for the Web by applying elements and principles of design.

▼ **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 Spring semester when the class is offered.

Who is Responsible for Assessment Activity?: Steve Gonsowski

Findings for Project Analysis

Summary of Findings: 13 Students were assessed and scored the following:

4pts – 5 students (38%)

3pts – 5 students (38%)

2pts – 0 students (0%)

1pts – 0 students (0%)

0pts – 3 students (23%)

10 (77 %) students scored 3 or above which does meet our expectation.

Results: Criteria for Success Achievement Status: Met

Analysis of Findings: This assessment determined that the majority of the students did indeed understand the elements and principles of design as they apply to web design.

Recommendations: In the future I will have students answer questions on a form that accompanies each project to further emphasize the importance of understanding these design principles.

Outcome 2

Students who successfully complete this course should be able to create designs using a variety of Web design software and Web specific criteria and techniques.

▼ **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 Spring semester when the class is offered.

Who is Responsible for Assessment Activity?: Steve Gonsowski

Findings for Project Analysis

Summary of Findings: 13 Students were assessed and scored the following:

4pts – 6 students (46%)

3pts – 4 students (31%)

2pts – 0 students (0%)

1pts – 0 students (0%)

0pts – 3 students (23%)

10 (77 %) students scored 3 or above which meets our expectation.

Results: Criteria for Success Achievement Status: Met

Analysis of Findings: The students almost met my expectations in their ability execute web sites with the design software (Adobe Dreamweaver).

Recommendations: The next time I teach the class I will create more instructional videos, as they seem to help the students who have trouble picking up the content in class. The SLO does not need to be changed at this time.

Overall Recommendations

No text specified

Plans of Action

Status Reports

2013-2014 Assessment Cycle

 **Measurements**

 **Findings**

 **Plans of Action**

 **Status Reports**

2012-2013 Assessment Cycle

Measurements

Outcomes and Measures

Findings

Finding per Measure

Overall Recommendations

No text specified

Plans of Action

Actions

Status Reports

Action Statuses

Status Summary

No text specified

Summary of Next Steps

No text specified