

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
<p>VBUS-011 Introduction to Web Graphics using Adobe CS Tools</p>	<p>1. Upon successful completion of this course students will be able to demonstrate the application and utilization of web-based communication technologies appropriate to business and personal environments.</p> <p>2. Upon successful completion of this course students will be able to create digitized graphics for integration into hypermedia-based sites appropriate for business and personal environments.</p> <p>3. Upon successful completion of this course students will be able to design and develop advanced hypermedia-based web sites appropriate for business and personal environments.</p> <p>4. Upon successful completion of this course students will be able to archive developed hypermedia materials.</p>	<p>1. The student will submit web-based content in electronic and hardcopy of the following layouts:</p> <ol style="list-style-type: none"> <li>I. 5 images created in class in at least 3 of the following formats: <ol style="list-style-type: none"> <li>a. Home web page concept layout</li> <li>b. Sublevel web page layout</li> <li>c. Logo</li> </ol> </li> </ol> <p>2. The student will submit web-based content in electronic and hardcopy in the following formats:</p> <ol style="list-style-type: none"> <li>I. 5 images created in class in at least 3 of the following formats: <ol style="list-style-type: none"> <li>a. JPG</li> <li>b. GIF</li> <li>c. PNG</li> <li>d. Animated GIF, one each of the following: <ol style="list-style-type: none"> <li>i. Web page banner (728px wide by 90px high)</li> <li>ii. Web page banner (300px wide by 250px high)</li> </ol> </li> </ol> </li> </ol> <p>3. Construct as a class project a sample website that includes:</p> <ol style="list-style-type: none"> <li>I. Home Page with a navigational menu consistent throughout entire website.</li> <li>II. A minimum of the following 3 sublevel web pages: <ol style="list-style-type: none"> <li>a. About Page web page.</li> <li>b. Product or Service page.</li> <li>c. Contact Page.</li> </ol> </li> </ol> <p>4. The student will be required to create a before and after image reduced from an original size of 1 MB to under 100 KB. File to be accompanied by a short written description of how the image was optimized for internet presentation.</p>	<p><u>Spring 2013</u></p> <p>P = Student has passed each SLO with a grade of 70% or better.</p> <p>4 SLOs combined <b>34 students assessed; 17 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><u>Spring 2013</u></p> <p>50% passing rate</p>	<p>This course was deactivated this year. The content of this course is included in other Adobe courses we offer.</p>