

**PROGRAM ASSESSMENT PLANNING FORM**

**Program to be assessed:**

Title: Graphic Design  
 Division: BCT

Department: DMA

Program Code: CFGDTC

Type of Award:     A.A.             A.S             A.A.S.  
                           Cert.             Adv. Cert.     Post-Assoc. Cert.     Cert. of Completion

**Assessment plan:**

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Describe population to be assessed	Number of students to be assessed
1. Demonstrate entry level knowledge and skills in graphic design for print and web	Projects selected from courses	Every three years beginning in SS of 2012	Student who have taken GDT 220 and INP 154	All or up to 24 randomly selected students in the population
2. Use industry standard software.	Projects selected from courses	Every three years beginning in SS of 2012	Student who have taken GDT 220 and INP 154	All or up to 24 randomly selected students in the population

**Scoring and analysis of assessment:**

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric/scoring guide.

Departmentally developed rubric

2. Indicate the standard of success to be used for this assessment.

At least 75% achieve 75% or higher on the measured objectives

3. Indicate who will score and analyze the data (data must be blind-scored).

Faculty in DMA and/or Advisory Committee

4. Explain the process for using assessment data to improve the program.

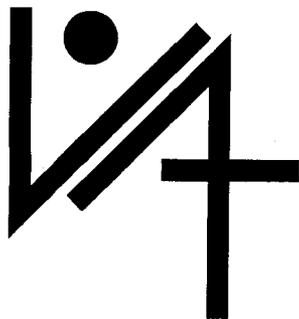
Analysis of data by the department to determine when/if program changes should be implemented

*logged 4/9/12 JH*

# Assessment Plan 2002-2003

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Visual Arts Technology- Graphic Design - CFGDTC



## Assessment Plan- Request for Assessment Funds

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**Date:** 12/03/02

**Program Title:** Graphic Design Technology

**Department:** Visual Arts Technology

**Preparer:** Kristine Willimann

**Division:** Business

**Department Chair:** Lind Babcock

**Division Dean:** Rosemary Wilson

**Academic Year:** 2002-2003

The purpose of the fund request:

1. Assessment material needs
2. Implementation costs
3. Evaluation costs
4. Cost of implementing an improvement based on assessment data.

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## Request

<b>X Personnel Request</b>	<b>Describe the Assessment Activity requiring funds:</b>	<b>Dollars requested:</b>
	Outside professional review of portfolios by industry representatives (10 evaluators @ \$100)	\$ 1,000
<b>Non-Personnel Request</b>	<b>Describe the Assessment Activity requiring funds:</b>	<b>Dollars requested:</b>
	Conference Services to cater the Annual Portfolio Exhibit	\$300.00
<b>Description of the Assessment Plan, Measure or Improvement that this activity will support. Be specific by identifying the Assessment Audit measures your department is planning to implement.</b>	<p>Insures that the curriculum is targeted specifically for graphic design profession</p> <p>Insures transferability to other institutions</p> <p>Insures that the articulation agreements with other educational institutions is met</p> <p>Provides professional criticism for WCC design students broadening commentary on the level of their portfolio</p>	

## Assessment Plan- Program Audit

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<b>Program Title:</b>	Graphic Design Technology
<b>Department:</b>	Visual Arts Technology
<b>Preparer:</b>	Kristine Willimann
<b>Division:</b>	Business
<b>Department Chair:</b>	Lind Babcock
<b>Division Dean:</b>	Rosemary Wilson
<b>Academic Year:</b>	2002-2003 (proposed changes based on 2001-2002 assessment results)

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### Review

Capstone Course, GDT 230, provides the opportunity for students to assemble their portfolio of design and illustration work. With individualized instruction for the selection, revision and preparation of portfolio pieces, students are also instructed in research, identification of employment options, and application procedures for securing employment in the graphic design field. External evaluators are employed to review graduating student portfolios. A Web site of the department's graduate's work is produced to benchmark the level of professionalism of student work and assist in the assessment of the department's achievements.

#### Review assessment results and compile data.

1. Graphic Design and Illustration students complete a capstone experience (GDT 230)
2. Portfolios are evaluated by a selected group of design professionals and design educators.

### Reflect

*Describe conclusive evidence. What have you concluded from assessment instruments?*

**Reflect on the success of the assessment instruments utilized and how these assessment tools have demonstrated that students are learning discipline or subject objectives.**

Evaluations resulted in very favorable commentary. Students were scored in five categories

1. Innovation/creativity
2. Technical Skill- job readiness
3. Presentations
4. Professional work
5. Students at other educational institutions (including university graduates)

### Respond

Identify the planned changes, if any, necessary that will be instituted based on results of assessment activity. Briefly describe the change and explain the rationale for these changes. Include the timeline for the implementation of the changes. **Describe all that apply.**

#### **Changes influenced by assessment results are as follows:**

##### X Master Syllabi

##### **Describe:**

Updates at the course level will be initiated in accordance with evolving standards in software.

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##### **Curriculum**

##### **Describe:**

Examine the objectives of the Illustration degree program

Examine the prerequisites for incoming GDT students (GDT 100 and GDT 112)

Develop collaboration initiatives with other departments (INP and Art)

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### **X Course Syllabi Handout**

**Describe:**

Standardized syllabi to coordinate assignments within same course/different sections

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### **Course Assignments**

**Describe:**

Produce a skill inventory listing and implement objectives throughout the curriculum

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### **Instructional Design**

**Describe:**

Continue to examine the lab/lecture ratio

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### **X Assessment Instruments**

**Describe:**

Track alumni

Articulate with colleges and universities

Update professional agency data base

Invite college professors to review GDT program on an annual basis

Visit other college's and university's graphic design departments

## **Support**

**If changes in your program assessment plans are necessary what additional resources are imperative.**

### **X Operational Funding**

**Describe:**

A \$100.00 honorarium will be given design professionals/ educators for their evaluation services

Travel stipend for college and university visits

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### **Administration (staffing)**

**Describe:**

Examine Department Manager and Department Chair leadership

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### **Travel**

**Describe:**

Visit universities and colleges

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### **Other**

Request of Institutional Research to develop instruments for gathering appropriate information a data collection of current, past and future students in GDT.

## **Timeline**

**If there are no changes planned at the present time what future program assessment plans do you anticipate?  
When do you expect to implement the proposed changes?**

The GDT department will conduct an annual program assessment. Currency in software, ongoing work in transferability and the need to meet industry standards make it imperative for GDT faculty to examine the program and it's direction on an annual basis.

## Assessment Plan- Course Level (Results are reported on the Assessment Audit Form )

Use this form for summarizing your department's plans for student academic achievement within courses offered in a program of study.

**Program Title:** Graphic Design Technology

**Department:** Visual Arts Technology

**Preparer:** Kristine Willimann

**Division:** Business

**Department Chair:** Lind Babcock

**Division Dean:** Rosemary Wilson

**Academic Year:** 2002-2003

To be used for **each course** you plan to assess this academic year.

- List the focus/intent(s) of each course. Refer to the list below.
- Identify the expected learning outcomes which you intend to assess. Generally, these may be found on the official course syllabus.
- Identify the measurement instrument you wish to use to meet the expected learning outcome for this course/objective. Refer to the list below. As you determine the method for measuring student success, determine which method will provide your department with specific and useful information that can lead to improvement.
- For each course, indicate when and how often this assessment will occur. This may be every semester, once a year, once every three years, etc. Provide specific deadlines for each assessment activity.
- List the faculty member(s) responsible for the assessment.

Item Number	Course Number	Focus/Intent of Course (see listing below)	Expected Learning Outcomes (Describe Outcomes/Objectives)	Measures (see listing below)	Time to Assess	Faculty Preparer
# 1	GDT 100 Typography	Program Specialty	Evolution of Typography, Principles of Typography, Type Identification, Typographic Layout	<b>Portfolio Assessment</b>	May 2003	Babcock
# 2	GDT 101 History of Graphic Design	Program Specialty	Survey of historical, technology, and influences in Graphic Design through the ages.	<b>Standardized Test,</b>	May 2003	Amstutz
# 3	GDT 117 / 118 Intro and Adv. PageMaker	Program Elective	Basic software skill development	<b>Pre Test / Post Test</b>	May 2003	Willimann
# 4	GDT 201 Technical Graphics	Program Specialty	Technical and informative graphics	<b>Portfolio Assessment</b>	May 2003	Guastella
# 5	GDT 222 Commercial Illustration	Program Specialty	Traditional tools and techniques for didactic, persuasive and editorial information	<b>Portfolio Assessment</b>	May 2003	Guastella
# 6	GDT 245 Computer-Aided Painting	Program Elective	Electronic natural media simulation software	<b>Portfolio Assessment</b>	May 2003	Guastella
# 7	GDT 252 Advanced Digital Studio	Program Specialty	Advanced techniques and applications in computer-based imaging and publication design.	<b>Standardized Test/s, Portfolio Assessment</b>	May 2003	Babcock, Guastella, Willimann

## Assessment Plan- Program Level

( Results are also reported on the **Assessment Audit Form** )

Use this form for **each program objective** in your program that you plan to assess.

**Program Title:** Graphic Design (Design and Illustration)  
**Department:** Visual Arts Technology  
**Preparer:** Kristine Willimann  
**Division:** Business  
**Department Chair:** Lind Babcock  
**Division Dean:** Rosemary Wilson  
**Academic Year:** 2002-2003

### Program Objective: #1

List the student outcomes for your program that your department intends to assess during the academic year. Be selective, and focus on areas of student achievement that are important for successful completion of your program.

Students will accomplish this objective after completing this program.

**Students will demonstrate visual literacy (sound principles of basic visual perception) evident in their graphic design work accomplished across the curriculum .**

### Measures:

#### Direct and Indirect

Identify the measure(s) your department will use to assess student achievement of that outcome. To simplify the task consider the provided listing, however, if other measurements are used click other and define this method of assessment you will be implementing.

As you select and/or create measures to assess student achievement of program level outcomes, select or design effective measures that best exemplify student academic success.

For some departments, program graduates receive a passing grade on an exam such as Adobe software certification. For other programs, successful completion of a capstone course fulfills this program objective.

#### Direct Measures:

**Portfolio Assessment**

**Capstone Experience**

**External Review**

**External Evaluation**

#### Indirect Measures:

NA

### Student Sample of Population

Describe the body of students to be included in the assessment. This may be all students in a selected course, all graduates for a given year, a sample of students across multiple sections, etc.

Identify the assessment instrument used for measuring this objective.

You may select more than one instrument.

**Continuing Students**

**Graduating Students**

**Students in Selected Courses (GDT 100, GDT 112, GDT 220, GDT 252, GDT 259)**

## Timeline

*(when will you assess this objective? An example would be: Every three years beginning in May, 2003)*

For this outcome and measure, indicate when and how often this assessment will occur. This may be every semester, once a year, once every three years, and so on. Provide specific deadlines for this planned activity.

**Assessment of program objectives are assessed every three years beginning May, 2003.**

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## Who will perform the assessment for this Program Objective?

Listing of faculty member(s) responsible for the assessment.

Susan Amstutz, *adjunct*

Lind Babcock

Sheila Bourgoin, *adjunct*

Dennis Guastella

Kristine Willimann

## Assessment Plan- Program Level

( Results are also reported on the **Assessment Audit Form** )

Use this form for **each program objective** in your program that you plan to assess.

**Program Title:** Graphic Design (Design and Illustration)  
**Department:** Visual Arts Technology  
**Preparer:** Kristine Willimann  
**Division:** Business  
**Department Chair:** Lind Babcock  
**Division Dean:** Rosemary Wilson  
**Academic Year:** 2002-2003

### Program Objective: #2

List the student outcomes for your program that your department intends to assess during the academic year. Be selective, and focus on areas of student achievement that are important for successful completion of your program.

Students will accomplish this objective after completing this program.

**Students will define, identify and produce semiotic images. The theory of signs and symbols explores the denotative and connotative messages in graphic designs, logos, illustrations and photographs.**

### Measures:

#### Direct and Indirect

Identify the measure(s) your department will use to assess student achievement of that outcome. To simplify the task consider the provided listing, however, if other measurements are used click other and define this method of assessment you will be implementing.

As you select and/or create measures to assess student achievement of program level outcomes, select or design effective measures that best exemplify student academic success.

For some departments, program graduates receive a passing grade on an exam such as Adobe software certification. For other programs, successful completion of a capstone course fulfills this program objective.

#### Direct Measures:

**Portfolio Assessment**

**External Review**

**External Evaluation**

#### Indirect Measures:

NA

### Student Sample of Population

Describe the body of students to be included in the assessment. This may be all students in a selected course, all graduates for a given year, a sample of students across multiple sections, etc.

Identify the assessment instrument used for measuring this objective.

You may select more than one instrument.

**Continuing Students**

**Graduating Students**

**Students in Selected Courses (GDT 112, GDT 150, GDT 239, GDT 259 and GDT 260)**

## Timeline

*(when will you assess this objective? An example would be: Every three years beginning in May, 2003)*

For this outcome and measure, indicate when and how often this assessment will occur. This may be every semester, once a year, once every three years, and so on. Provide specific deadlines for this planned activity.

**Assessment of program objectives are assessed every three years beginning May, 2003.**

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## Who will perform the assessment for this Program Objective?

Listing of faculty member(s) responsible for the assessment.

Susan Amstutz, *adjunct*

Lind Babcock

Sheila Bourgoin, *adjunct*

Dennis Guastella

Kristine Willimann

## Assessment Plan- Program Level

( Results are also reported on the **Assessment Audit Form** )

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Use this form for **each program objective** in your program that you plan to assess.

**Program Title:** Graphic Design (Design and Illustration)  
**Department:** Visual Arts Technology  
**Preparer:** Kristine Willimann  
**Division:** Business  
**Department Chair:** Lind Babcock  
**Division Dean:** Rosemary Wilson  
**Academic Year:** 2002-2003

### Program Objective: #3

List the student outcomes for your program that your department intends to assess during the academic year. Be selective, and focus on areas of student achievement that are important for successful completion of your program.

Students will accomplish this objective after completing this program.

**Students will define, identify and implement design strategy for visual problem solving. Visual problem solving incorporates the defining of the problem, exploring varried visual solutions designed to communicate, inform, or persuade within the parameters of feasible publishing methods of dissemination.**

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### Measures:

#### Direct and Indirect

Identify the measure(s) your department will use to assess student achievement of that outcome. To simplify the task consider the provided listing, however, if other measurements are used click other and define this method of assessment you will be implementing.

As you select and/or create measures to assess student achievement of program level outcomes, select or design effective measures that best exemplify student academic success.

For some departments, program graduates receive a passing grade on an exam such as Adobe software certification. For other programs, successful completion of a capstone course fulfills this program objective.

#### Direct Measures:

Portfolio Assessment

External Review

External Evaluation

#### Indirect Measures:

NA

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### Student Sample of Population

Describe the body of students to be included in the assessment. This may be all students in a selected course, all graduates for a given year, a sample of students across multiple sections, etc.

Identify the assessment instrument used for measuring this objective.

You may select more than one instrument.

Continuing Students

Graduating Students

Students in Selected Courses (GDT 100, GDT 112, GDT 150, GDT 201, GDT 220, GDT 222, GDT 239, GDT 252, GDT 259 and GDT 260)

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## Timeline

*(when will you assess this objective? An example would be: Every three years beginning in May, 2003)*

For this outcome and measure, indicate when and how often this assessment will occur. This may be every semester, once a year, once every three years, and so on. Provide specific deadlines for this planned activity.

**Assessment of program objectives are assessed every three years beginning May, 2003.**

---

## Who will perform the assessment for this Program Objective?

Listing of faculty member(s) responsible for the assessment.

Susan Amstutz, *adjunct*

Lind Babcock

Sheila Bourgoin, *adjunct*

Dennis Guastella

Kristine Willimann

## Assessment Plan- Program Level

( Results are also reported on the **Assessment Audit Form** )

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Use this form for **each program objective** in your program that you plan to assess.

**Program Title:** Graphic Design (Design and Illustration)  
**Department:** Visual Arts Technology  
**Preparer:** Kristine Willimann  
**Division:** Business  
**Department Chair:** Lind Babcock  
**Division Dean:** Rosemary Wilson  
**Academic Year:** 2002-2003

### Program Objective: #4

List the student outcomes for your program that your department intends to assess during the academic year. Be selective, and focus on areas of student achievement that are important for successful completion of your program.

Students will accomplish this objective after completing this program.

**Students will define, identify and implement critical thinking techniques for effective visual communication. Exercises in lateral thinking are implemented across the curriculum to expand the student's ability to add uniqueness and creativity for future client's needs.**

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### Measures:

#### Direct and Indirect

Identify the measure(s) your department will use to assess student achievement of that outcome. To simplify the task consider the provided listing, however, if other measurements are used click other and define this method of assessment you will be implementing.

As you select and/or create measures to assess student achievement of program level outcomes, select or design effective measures that best exemplify student academic success.

For some departments, program graduates receive a passing grade on an exam such as Adobe software certification. For other programs, successful completion of a capstone course fulfills this program objective.

#### Direct Measures:

Portfolio Assessment

External Review

External Evaluation

#### Indirect Measures:

NA

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### Student Sample of Population

Describe the body of students to be included in the assessment. This may be all students in a selected course, all graduates for a given year, a sample of students across multiple sections, etc.

Identify the assessment instrument used for measuring this objective.

You may select more than one instrument.

Continuing Students

Students in Selected Courses (GDT 100, GDT 112, GDT 150, GDT 220, GDT 222, GDT 239, GDT 252, GDT 259 and GDT 260)

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## Timeline

*(when will you assess this objective? An example would be: Every three years beginning in May, 2003)*

For this outcome and measure, indicate when and how often this assessment will occur. This may be every semester, once a year, once every three years, and so on. Provide specific deadlines for this planned activity.

**Assessment of program objectives are assessed every three years beginning May, 2003.**

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## Who will perform the assessment for this Program Objective?

Listing of faculty member(s) responsible for the assessment.

Susan Amstutz, *adjunct*

Lind Babcock

Sheila Bourgoin, *adjunct*

Dennis Guastella

Kristine Willimann

## Assessment Plan- Program Level

( Results are also reported on the **Assessment Audit Form** )

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Use this form for **each program objective** in your program that you plan to assess.

**Program Title:** Graphic Design (Design and Illustration)  
**Department:** Visual Arts Technology  
**Preparer:** Kristine Willimann  
**Division:** Business  
**Department Chair:** Lind Babcock  
**Division Dean:** Rosemary Wilson  
**Academic Year:** 2002-2003

### Program Objective: #5

List the student outcomes for your program that your department intends to assess during the academic year. Be selective, and focus on areas of student achievement that are important for successful completion of your program.

Students will accomplish this objective after completing this program.

**Students will define and identify various graphic design periods, styles, designers, influences, and technologies that pertain to the history of graphic design and illustration.**

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### Measures:

#### Direct and Indirect

Identify the measure(s) your department will use to assess student achievement of that outcome. To simplify the task consider the provided listing, however, if other measurements are used click other and define this method of assessment you will be implementing.

As you select and/or create measures to assess student achievement of program level outcomes, select or design effective measures that best exemplify student academic success.

For some departments, program graduates receive a passing grade on an exam such as Adobe software certification. For other programs, successful completion of a capstone course fulfills this program objective.

#### Direct Measures:

**Comprehensive Project**

**Standardized Test**

#### Indirect Measures:

**Cross Curriculum Projects and Tests**

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### Student Sample of Population

Describe the body of students to be included in the assessment. This may be all students in a selected course, all graduates for a given year, a sample of students across multiple sections, etc.

Identify the assessment instrument used for measuring this objective.

You may select more than one instrument.

**Continuing Students**

**Students in Selected Course/s (GDT 100, GDT 101, GDT 112, GDT 220, GDT 222, and GDT 259)**

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### Timeline

(when will you assess this objective? An example would be: Every three years beginning in May, 2003)

For this outcome and measure, indicate when and how often this assessment will occur. This may be every semester, once a year, once every three years, and so on. Provide specific deadlines for this planned activity.

**Assessment of program objectives are assessed every three years beginning May, 2003.**

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## **Who will perform the assessment for this Program Objective?**

Listing of faculty member(s) responsible for the assessment.

Susan Amstutz, *adjunct*

Lind Babcock

Sheila Bourgoin, *adjunct*

Dennis Guastella

Kristine Willimann

## Assessment Plan- Program Level

( Results are also reported on the **Assessment Audit Form** )

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Use this form for **each program objective** in your program that you plan to assess.

**Program Title:** Graphic Design (Design and Illustration)  
**Department:** Visual Arts Technology  
**Preparer:** Kristine Willimann  
**Division:** Business  
**Department Chair:** Lind Babcock  
**Division Dean:** Rosemary Willson  
**Academic Year:** 2002-2003

### Program Objective: #6

List the student outcomes for your program that your department intends to assess during the academic year. Be selective, and focus on areas of student achievement that are important for successful completion of your program.

Students will accomplish this objective after completing this program.

**Students will be proficient in various graphic design, publishing and Web design technologies. Proficiency in current software applications and hardware technology is imperative for marketability.**

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### Measures:

#### Direct and Indirect

Identify the measure(s) your department will use to assess student achievement of that outcome. To simplify the task consider the provided listing, however, if other measurements are used click other and define this method of assessment you will be implementing.

As you select and/or create measures to assess student achievement of program level outcomes, select or design effective measures that best exemplify student academic success.

For some departments, program graduates receive a passing grade on an exam such as Adobe software certification. For other programs, successful completion of a capstone course fulfills this program objective.

#### Direct Measures:

**Comprehensive Project/s**

**Standardized Test/s**

#### Indirect Measures:

**Cross Curriculum Exercises, Projects and Tests**

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### Student Sample of Population

Describe the body of students to be included in the assessment. This may be all students in a selected course, all graduates for a given year, a sample of students across multiple sections, etc.

Identify the assessment instrument used for measuring this objective.

You may select more than one instrument.

**Continuing Students**

**Students in Selected Course/s (GDT 105, GDT 127, GDT 139, GDT 147, GDT 214, GDT 150, and GDT 260)**

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### Timeline

(when will you assess this objective? An example would be: Every three years beginning in May, 2003)

For this outcome and measure, indicate when and how often this assessment will occur. This may be every semester, once a year, once every three years, and so on. Provide specific deadlines for this planned activity.

**Assessment of program objectives are assessed every three years beginning May, 2003.**

---

## **Who will perform the assessment for this Program Objective?**

Listing of faculty member(s) responsible for the assessment.

Susan Amstutz, *adjunct*

Lind Babcock

Sheila Bourgoin, *adjunct*

Dennis Guastella

Kristine Willimann

## Assessment Plan- Program Level

( Results are also reported on the **Assessment Audit Form** )

Use this form for **each program objective** in your program that you plan to assess.

**Program Title:** Graphic Design (Design and Illustration)  
**Department:** Visual Arts Technology  
**Preparer:** Kristine Willimann  
**Division:** Business  
**Department Chair:** Lind Babcock  
**Division Dean:** Rosemary Wilson  
**Academic Year:** 2002-2003

### Program Objective: #7

List the student outcomes for your program that your department intends to assess during the academic year. Be selective, and focus on areas of student achievement that are important for successful completion of your program.

Students will accomplish this objective after completing this program.

**Students will reveal through their graphic design and illustration work an understanding of visual form and syntax (visual language) evident in their use of metaphor, association, visual paradox, pun, irony and visual equivalents (music, architecture, fine art movements and style/s, poetry, etc.).**

### Measures:

#### Direct and Indirect

Identify the measure(s) your department will use to assess student achievement of that outcome. To simplify the task consider the provided listing, however, if other measurements are used click other and define this method of assessment you will be implementing.

As you select and/or create measures to assess student achievement of program level outcomes, select or design effective measures that best exemplify student academic success.

For some departments, program graduates receive a passing grade on an exam such as Adobe software certification. For other programs, successful completion of a capstone course fulfills this program objective.

#### Direct Measures:

External Review

Comprehensive Project/s

External Evaluation

#### Indirect Measures:

Cross Curriculum Projects

### Student Sample of Population

Describe the body of students to be included in the assessment. This may be all students in a selected course, all graduates for a given year, a sample of students across multiple sections, etc.

Identify the assessment instrument used for measuring this objective.

You may select more than one instrument.

Graduating Students

Continuing Students

Students in Selected Course/s (GDT 100, GDT 112, GDT 150, GDT 220, GDT 239, GDT 222, GDT 252, GDT 259 and GDT 260)

## Timeline

*(when will you assess this objective? An example would be: Every three years beginning in May, 2003)*

For this outcome and measure, indicate when and how often this assessment will occur. This may be every semester, once a year, once every three years, and so on. Provide specific deadlines for this planned activity.

**Assessment of program objectives are assessed every three years beginning May, 2003.**

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## Who will perform the assessment for this Program Objective?

Listing of faculty member(s) responsible for the assessment.

Susan Amstutz, *adjunct*

Lind Babcock

Sheila Bourgoin, *adjunct*

Dennis Guastella

Kristine Willimann

## Assessment Plan- Program Level

( Results are also reported on the **Assessment Audit Form** )

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Use this form for **each program objective** in your program that you plan to assess.

**Program Title:** Graphic Design (Design and Illustration)  
**Department:** Visual Arts Technology  
**Preparer:** Kristine Willimann  
**Division:** Business  
**Department Chair:** Lind Babcock  
**Division Dean:** Rosemary Wilson  
**Academic Year:** 2002-2003

### Program Objective: #8

List the student outcomes for your program that your department intends to assess during the academic year. Be selective, and focus on areas of student achievement that are important for successful completion of your program.

Students will accomplish this objective after completing this program.

**Students will define, identify and implement various delivery systems for communicating in Print, on the Web and other media solutions including animation and movies inherent in the discipline of graphic design and illustration.**

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### Measures:

#### Direct and Indirect

Identify the measure(s) your department will use to assess student achievement of that outcome. To simplify the task consider the provided listing, however, if other measurements are used click other and define this method of assessment you will be implementing.

As you select and/or create measures to assess student achievement of program level outcomes, select or design effective measures that best exemplify student academic success.

For some departments, program graduates receive a passing grade on an exam such as Adobe software certification. For other programs, successful completion of a capstone course fulfills this program objective.

#### Direct Measures:

**Capstone Experience**

**Comprehensive Project/s**

**External Reviews**

**External Evaluators**

#### Indirect Measures:

NA

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### Student Sample of Population

Describe the body of students to be included in the assessment. This may be all students in a selected course, all graduates for a given year, a sample of students across multiple sections, etc.

Identify the assessment instrument used for measuring this objective.

You may select more than one instrument.

**Continuing Students**

**Students in Selected Course/s (GDT 100, GDT 127, GDT 139, GDT 147, GDT 150, GDT 214, GDT 220, GDT 252, and GDT 260)**

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## Timeline

*(when will you assess this objective? An example would be: Every three years beginning in May, 2003)*

For this outcome and measure, indicate when and how often this assessment will occur. This may be every semester, once a year, once every three years, and so on. Provide specific deadlines for this planned activity.

**Assessment of program objectives are assessed every three years beginning May, 2003.**

---

## Who will perform the assessment for this Program Objective?

Listing of faculty member(s) responsible for the assessment.

Susan Amstutz, *adjunct*

Lind Babcock

Sheila Bourgoin, *adjunct*

Dennis Guastella

Kristine Willimann