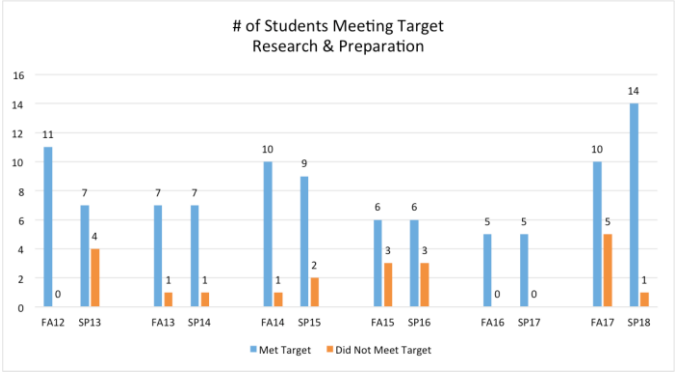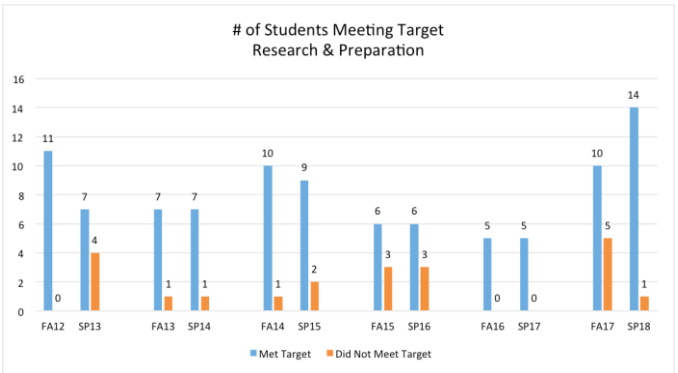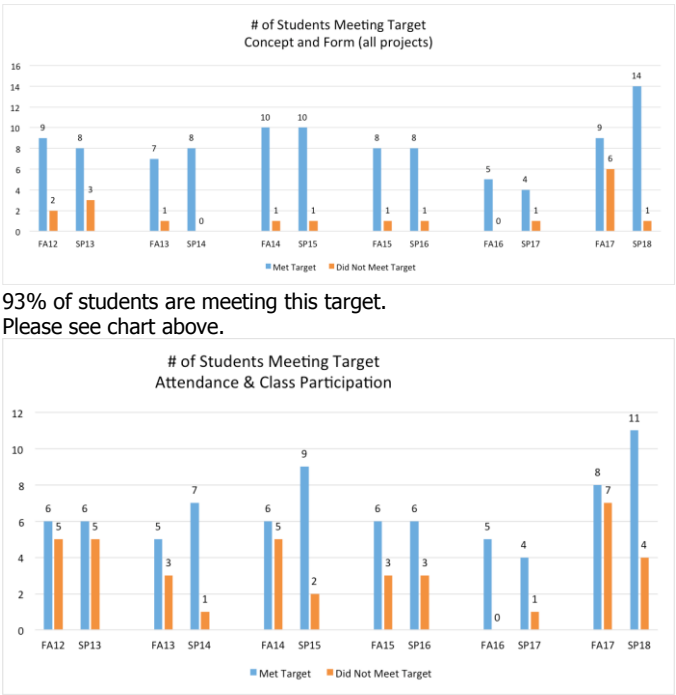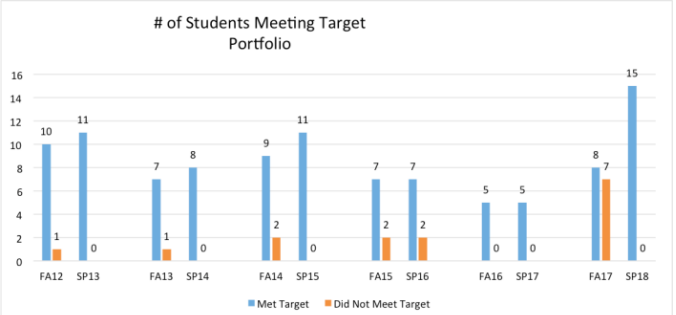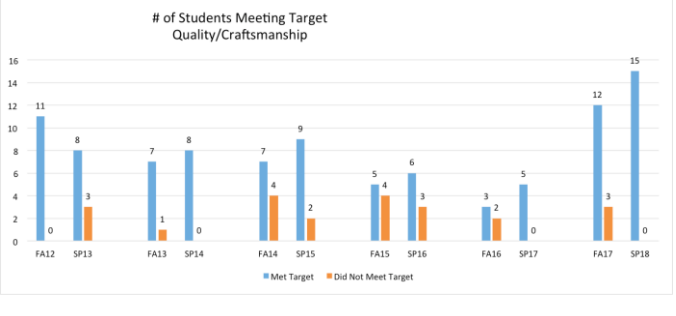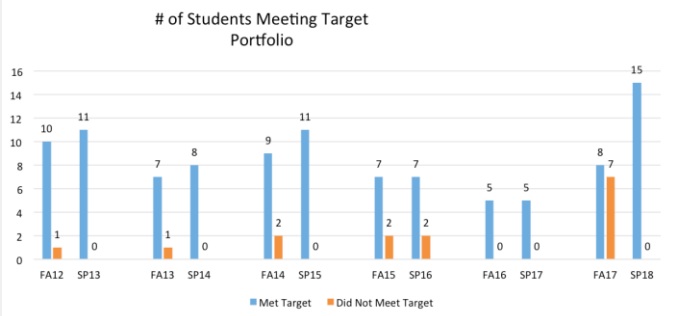# Program Assessment Plan Matrix

Program Unit or Department: Art & Design Department — Graphic Design
Date Submitted: March 3rd, 2017
Last updated: June 26th, 2018

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Student Learning Outcomes	Assessment Methodology	Student Target	Summary of Major Findings	Actions Taken to Improve Student Learning	Timeframe
Faith Integration	Method 1: Verbal Critique	**75%** A score of 17 or more out of 20 is required of each student	Findings Method 1: Revised readings and new methods of teaching are helping students meet target. See chart below.	Assigned selected readings on aesthetics and spirituality of faith connected with the visual arts. Showing and exposing students to visual documentary pertaining to the importance art and vocation.	N/A
	Method 2: Assigned Faith Projects	**75%** A score of 17 or more out of 20 is required of each student	Findings Method 2: # of Students Meeting Target Research & Preparation. **About 93% of students are meeting this SLO target.**		
Research and Information Gathering	Method 1: Assigned projects that respond to the work of a historical or contemporary designer/movement	**80%** A score of 17 or more out of 20 is required of each student	Findings Method 1: # of Students Meeting Target Research & Preparation	Art and Design Department visit museums and galleries, printing press sites across the country at least once a semester. Invited guest designers will visit classrooms and talk about current industry practices. Showing and exposing students to visual documentary pertaining to how art and design is created. Students are learning how to write, interact and use design briefs to help tackle and solve client problems.	N/A

			The chart above clearly shows that exposing students to other designers and client projects help improve the students understanding of the importance of discovering the problem through research and information gathering.		
	Method 2: Field Trips/ Client Projects	**90%** A score of 17 or more out of 20 is required of each student	Findings Method 2: **About 93% of students are meeting this target.** Please see chart above.		
	Method 3: History of Graphic Design test and Graphic Design senior test	**75%** A score of 17 or more out of 20 is required of each student	Findings Method 3: **About 93% of students are meeting this target.** Please see chart above.		
Visual Organization	Method 1: Assigned projects for first-year students	**75%** A score of 21 or more out of 25 is required of each student Class Prep. A score of 10 out of 10 is required of each student	Findings Method 1: 93% of students are meeting this target. Please see chart above. About 73% of students are meeting this target. Please see chart above. **On average about 83% of students are meeting this target.**	Faculty demonstration in class, together with relevant assigned projects will help students improve this deficiency.	N/A
	Method 2: Senior Graphic Design exhibition	**90%** A score of 21 or more out of 25 is	Findings Method 2: Students by senior year attain proficiency in visual organization through proper use of the elements and principles of design. As you can see in the chart below all students are meeting this SLO.		

			required of each student	**100% of students are meeting this target.** # of Students Meeting Target Portfolio (chart: Met Target / Did Not Meet Target by term FA12 10/1, SP13 11/0, FA13 7/1, SP14 8/0, FA14 9/2, SP15 11/0, FA15 7/2, SP16 7/2, FA16 5/0, SP17 5/0, FA17 8/7, SP18 15/0)		
Current Tools	Method 1: Assigned beginner digital tool projects that help orient students	**90%** A score of 8 or more out of 10 is required of each student	Findings Method 1: **100% of students are meeting this target.** # of Students Meeting Target Quality/Craftsmanship (chart: Met Target / Did Not Meet Target by term FA12 11/0, SP13 8/3, FA13 7/1, SP14 8/0, FA14 7/4, SP15 9/2, FA15 5/4, SP16 6/3, FA16 3/2, SP17 5/0, FA17 12/3, SP18 15/0)	Continuous demonstration by faculty and continuous practice by students help familiarize students with digital tools — assigning more projects that utilize digital tools help. The more they practice the better they get. Students are encouraged to watch tutorials in and out of class as well.	N/A
	Method 2: Senior Graphic Design Portfolio Exhibit	**90%** A score of 21 or more out of 25 is required of each student	Findings Method 2: **100% of students are meeting this target.** # of Students Meeting Target Portfolio (chart: Met Target / Did Not Meet Target by term FA12 10/1, SP13 11/0, FA13 7/1, SP14 8/0, FA14 9/2, SP15 11/0, FA15 7/2, SP16 7/2, FA16 5/0, SP17 5/0, FA17 8/7, SP18 15/0)		
Critique	Method 1: Publicly speaking about one's work and that of others using the right terminology — Giving and receiving.	**75%** A score of 17 or more out of 20 is required of each student	Findings Method 1: **About 93% of students are meeting this target.** Please see chart above. Please see Research and Preparation chart under Research and Information Gathering SLO	No action needed.	N/A

	Method 2: Studying design language terms, written tests and verbal presentations.	**90%** A score of 17 or more out of 20 is required of each student	Findings Method 2: **About 93% of students are meeting this target.** Please see Research and Preparation chart under Research and Information Gathering SLO	
	Method 3: Portfolio Exhibit — Oral presentation given before a panel of judges.	**90%** A score of 21 or more out of 25 is required of each student	Findings Method 3: **100% of students are meeting this target.** Please see Portfolio chart under Current Tools SLO	
Creative Process	Method 1: Every assigned project incorporates all the phases of the creative process — research, sketches, designing, refining and final design.	**85%** (R&P) A score of 17 or more out of 20 is required of each student (Port.)A score of 21 or more out of 25 is required of each student	Findings Method 1: Please see Research and Preparation chart under Research and Information Gathering SLO About 93% of students are meeting this target. Please see Quality & Craftsmanship chart under Current Tools SLO 100% of students are meeting this target. Please see Portfolio chart under Current Tools SLO 100% of students are meeting this target. **On average about 98% of students are meeting this target**	Encouraging students to keep on practicing daily studio attendance — practice, practice, practice. Finding multiple ways to solving each problem and not stick with one idea.	N/A
	Method 2: A process book is designed and created showing a thought process that meets industry standards	**90%** A score of 21 or more out of 25 is required of each student	Findings Method 2: **100% of students are meeting this target.** Please see Portfolio chart under Current Tools SLO	
Professional Habits and Skills	Method 1: Client Projects	**95%** A score of 21 or more out of 25 is required of each student	Findings Method 1: In-class projects expose students to real-life work. **100% of students are meeting this target.** # of Students Meeting Target Portfolio	A lot more client-based projects are being assigned to ensure client interaction and some professional habits and skills are learned before a student graduates. Students are also walked through the job application process. Career Development Center reviews each student's résumé before using it.	N/A

	Method 2: Senior Portfolio Exhibition – Oral Presentations	**90%** A score of 17 or more out of 20 is required of each student	Findings Method 2: Vocabulary is proficient and public speaking is mastered. 100% of students are meeting this target. Please see Research and Preparation chart under Research and Information Gathering SLO About 93% of students are meeting this target. **On average about 96% of students are meeting this target**		
	Method 3: Internships	**70%** A score of 7.5 or more out of 10 is required of each student	Findings Method 3: **On average about 90% of students are meeting this SLO** About 66% of students are meeting this target. This method will be reviewed next year.		
Visual Communication Skills	Method 1: Assigned Projects that highlight the visual display of ideas	**75%** A score of 21 or more out of 25 is required of each student	Findings Method 1: There is a wide range of conceptual awareness among students. **About 93% of students are meeting this target.** Please see chart above.	No action needed.	N/A
	Method 2: Senior Portfolio Exhibit	**85%** A score of 21 or more out of 25 is required of each student	Findings Method 2: Students by senior year would have attained a high level of proficiency in their visual communication skills. **100% of students are meeting this target.** Please see Portfolio chart under Current Tools SLO		

# of Students Meeting Target
Job Application

Note: Category added in Spring 2018.

FA12 SP13 FA13 SP14 FA14 SP15 FA15 SP16 FA16 SP17 FA17 SP18

■ Met Target   ■ Did Not Meet Target

# of Students Meeting Target
Concept and Form (all projects)

FA12 SP13 FA13 SP14 FA14 SP15 FA15 SP16 FA16 SP17 FA17 SP18

■ Met Target   ■ Did Not Meet Target

Aesthetic Sensitivity	Method 1: Assigned projects related to field trips taken as well as tests given in history of design classes.	**80%** (Concept & Form) A score of 21 or more out of 25 is required of each student	Findings Method 1: **About 93% of students are meeting this target.** Please see Research and Preparation chart under Research and Information Gathering SLO Please see Quality & Craftsmanship chart under Current Tools SLO 	Projects given to students each year will eventually provide an opportunity to expand their appreciation for divergent working methods. Field trips will enable students learn how professional artists see and apply methods being addressed in their classrooms.	N/A
	Method 2: Senior Portfolio Exhibition.	**85%** A score of 21 or more out of 25 is required of each student	Findings Method 2: **100% of students are meeting this target.** Please see Portfolio chart under Current Tools SLO		

# of Students Meeting Target
Concept and Form (all projects)

Met Target   Did Not Meet Target