Discipline	Course Number	Title
Graphic Design Technology	220	GDT 220 05/24/2021- Publication Design
College	Division	Department
Business and Computer Technologies	Business and Computer Technologies	Digital Media Arts (new)
Faculty Preparer		Ingrid Ankerson
Date of Last Filed Assessment Report		

I. Review previous assessment reports submitted for this course and provide the following information.

1. Was this course previously assessed and if so, when?

No

2. Briefly describe the results of previous assessment report(s).

3.

4. Briefly describe the Action Plan/Intended Changes from the previous report(s), when and how changes were implemented.

5.

II. Assessment Results per Student Learning Outcome

Outcome 1: Incorporate design and typographic principles in the design of print and electronic publications that communicate clearly and appropriately to a target audience.

- Assessment Plan

     o   Assessment Tool: Comprehensive design project.

     o   Assessment Date: Fall 2012

     o   Course section(s)/other population: Randomly selected students if two or more sections are running during the assessment period. All students if only one section is running during the assessment period.

     o   Number students to be assessed: 20 (or all if fever than 20 are enrolled)

- o How the assessment will be scored: Blind evaluation of project using departmentally created rubric.

- o Standard of success to be used for this assessment: 75% of students will score 75% or higher.

- o Who will score and analyze the data: GDT faculty

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
	2021	

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed
18	17

3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

One student withdrew from the course.

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

There is only one section of this class offered. This course was offered virtually in Winter 2021.

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

I used a large project from this course (magazine design) to evaluate all criteria in the outcome. It was assessed with a scoring rubric.

6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this learning outcome and indicate whether the standard of success was met for this outcome and tool.

Met Standard of Success: Yes
All of the students (17/17) scored a 75% or higher on the outcome criteria.

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

    > This is a very advanced design project that requires students to both see the end result as a "big picture" piece, but at the same time asks that they pay attention to many small details on each page. Students did an excellent job completing this task and showed great improvement from week to week as they worked. The end result for every student this semester is a professional portfolio piece.

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

    > Students could continue to improve by spending more time on the research stage of this project. They rely heavily on finding ideas/inspiration from work they see online, but it would be helpful if they were required to collect published examples from bookstores/libraries. The virtual aspect of this class made that difficult to do, but I believe this could easily be achieved in the future.

Outcome 2: Prepare page layouts incorporating appropriate color methods for the intended medium of delivery.

- Assessment Plan

    o   Assessment Tool: Digital files(s) and output report(s).

    o   Assessment Date: Fall 2012

    o   Course section(s)/other population: Randomly selected students if two or more sections are running during the assessment period. All students if only one section is running during the assessment period.

    o   Number students to be assessed: 20 (or all if fever than 20 are enrolled)

    o   How the assessment will be scored: assessment of artifacts using departmentally created rubric

    o   Standard of success to be used for this assessment: 75% of students will score 75% or higher.

    o   Who will score and analyze the data: GDT faculty

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
	2021	

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed
18	17

3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

One student withdrew from the course.

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

There was only one section of this course. This course was taught virtually in the Winter of 2021.

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

This was assessed by looking at students' digital files. I was able to see if they prepared images correctly for output. This was not scored on a rubric as they either did it or did not.

6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this learning outcome and indicate whether the standard of success was met for this outcome and tool.

Met Standard of Success: Yes

All of the students prepared their images correctly.

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

By the time students reach this class they should have a good understanding of different colors outputs for different media. In this class there is a short unit on preparing files/images which accomplishes this outcome easily.

However, in going through the C&A processes, I believe this should be an objective, not an outcome of this course. I will update the master syllabus to better reflect what employers and transfer institutions are looking for upon completion of this class.

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

> Rather than evaluating whether students prepared their layout/images correctly, we should evaluate their design decisions, grid structure, and the overall impact and success of their work. I will update the master syllabus to reflect this more appropriate outcome.

III. Course Summary and Intended Changes Based on Assessment Results

1. Based on the previous report's Intended Change(s) identified in Section I above, please discuss how effective the changes were in improving student learning.

> There was no previous report.

2. Describe your overall impression of how this course is meeting the needs of students. Did the assessment process bring to light anything about student achievement of learning outcomes that surprised you?

> Prior to this course, students have mostly designed small-scale pieces and have primarily worked only with type, not with type and image. This class really challenges them to tackle a large piece with many, many elements and pages. I think this class is successful in breaking down each piece into many stepping stones so at the end of a project, students have a very strong, professional piece. In doing this assessment, I also realize how much students work together to offer critique, insight, and technical help which also helps improve their own work.

3. Describe when and how this information, including the action plan, was or will be shared with Departmental Faculty.

> I will update my colleagues (both full and part-time) before the next semester.

4.
Intended Change(s)

Intended Change	Description of the change	Rationale	Implementation Date
Outcome Language	Course outcomes need to be updated to reflect course content and industry changes.	To reflect what employers and transfer institutions are looking for.	2021
Objectives	Some objectives need to be revised	To better reflect course content.	2021

	for clarity and to better reflect course content.		

5. Is there anything that you would like to mention that was not already captured?

6.

III. Attached Files

GDT 220 Assessment Data

Faculty/Preparer: Ingrid Ankerson **Date:** 05/24/2021
Department Chair: Donald Werthmann **Date:** 06/14/2021
Dean: Eva Samulski **Date:** 06/16/2021
Assessment Committee Chair: Shawn Deron **Date:** 08/01/2021