

Contact Person: Nikki Hensley

Graphic Communications (0140) - OA Timeline

Program Review Year: 2022

Pl=Plan I = Implement E & R = Evaluate & Report

	Year 1 (2016-2017)			Year 2 (2017-2018)			Year 3 (2018-2019)			Year 4 (2019-2020)			Year 5 (2020-2021)			Year 6 (2021-2022)		
List Program/Department Goals:	Fall	Sp	Su	Fall	Sp	Su	Fall	Sp	Su	Fall	Sp	Su	Fall	Sp	Su	Fall	Sp	Su
1. Demonstrate graphic design theory to include the principles of design, elements of composition, image formats and typography in the creation of digital media.			PI (7)	I (7)	I (7)	E&R (7)				I (8)	I (8)	E&R (8)						
2. Demonstrate the knowledge of manipulating video images by using digital video editing systems.									P (10)	I (10)	I(10)	E&R (10)						
3. Create and publish responsive Web pages that follow the web standards published by the World Wide Web Consortium (W3C).	I (1)	I (1)	E & R (1)	I (2)		E & R (2)	I (9)	I(9)	I (9)	I (9)	I(9)	I(9)	I (9)	I (9)	I (9)	I (9)	I (9)	E& R (9)
4. Create a graphic design portfolio of work that clearly demonstrates the effectiveness of visual communication.												P (11)	I (11)	I(11)	E&R (11)			
All Goals (1- 4)		I (3)	I (3)	I (3)	I (3)	E&R (3)	I (4)	I (4)	I (4)	I(4)	I (4)	I (4)	I (4)	I (4)	E & R (4)			
	I (5)	I (5)	I (5)	I(5)	I (5)	I (4) E&R (5)	I (6)	I (6)	I (6)	I(6)	I (6)	I (6)	I (6)	I (6)	I (6)	I (6)	I (6)	E&R (6)

Plan (Pl) - This semester the faculty will determine what they want to know about the objective and identify the method they will use to assess this course objective/goal. They should identify a benchmark/threshold of minimal satisfactory outcomes. If the faculty will be repeating an assessment to collect trend data, this step may not be needed. Review the previously used assessment tool and revise as needed, but try to stay as consistent as possible so that previous year's results are comparable.

Pilot (P) – A pilot study may be needed if the official assessment will be a very large sample of students. The purpose of this pilot is to assure the methodology and/or student artifacts or tool is appropriate for the educational goal being assessed and norming of the instrument should be conducted. All necessary changes, as indicated by the pilot, will be made accordingly before the official assessment is implemented.

Implement (I) – The assessment of students' knowledge, skill and/or beliefs (for a sample group if the eligible pool is larger) linked to the objective will be implemented.

Updated: 04-15-2016

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Evaluate & Report (E & R) – During this semester, faculty will share the results of the assessment with their peers, as well as any trend data or other related assessments completed. Collectively, they will review the results, compare to benchmarks identified and describe what, if any changes should be implemented. A Student Learning Report is completed to report findings and share planned changes. The final report is reviewed by the members of the Disciplines Committee and ultimately posted on the college website on eSTORM.

Assessment Project Title

1. HTML Web Design Skills Fall 2016/Spring 2017
2. HTML Web Design Skills Fall 2017
3. CIS 296: Web and Graphic Internship – Employer Report: Spring 2016-Spring 2018
4. CIS 296: Web and Graphic Internship – Employer Report: Summer 2018-Spring 2021
5. Student Satisfaction Graphic Communications, Web Technologies 2015-2018
6. Student Satisfaction Graphic Communications, Web Technologies 2018-2022
7. Creation of Digital Media - Fall 2017/Spring 2018
8. Creation of Digital Media - Fall 2019/Spring 2020
9. HTML Web Design Skills - Fall 2018 - Spring 2022
10. Digital Video Fall 2019-Summer 2020
11. Portfolio Evaluation Fall 2020/Spring 2021

Note: Include the Assessment Project Title number when filling in the chart. Ex. Pl-1, P-1, I-1, R-1, etc.

REMINDER: After changes are implemented, use the same tool to re-assess the impact of the changes implemented.

*Examples of some assessment tools: rubrics, course embedded questions, student attitude surveys, standardized exams, focus groups, employer surveys, student performances, program developed assessments, certification/licensure results, etc.