NTID
Art and Computer Design Program
Outcomes and Assessment Proposal

Program Goal: Prepare graduates with knowledge and skills to obtain entry-level position in the art and computer design field.

Outcomes		Assessment		Timeline		Use of Results
Domain or Task or Capability Goal (optional)	Performance Element with Benchmarks (Criteria & Standards)	Instrument or Opportunity	Criteria/Standard To Be Used	Develop	Collect	
1. Resume (Technical) **[Eighty percent (80 %)]** of all students will produce a resume that has a layout that is professional looking, content that is accurate and clearly stated and language that is appropriate.	a. Students will produce a resume with layout that is professional looking. b. Students will produce a resume with content that is accurate and clearly stated. c. Students will produce a resume with language that is accurate.	Portfolio Review (Portfolio Presentation course)	a.-c. Score of at least a "2" ("Acceptable/Meets Entry Level Professional Standards") on all associated items on Portfolio Review Rating Form	AY 2001-2002	AY 2002-2003	
2. Pre-Press Production Tasks (Technical) **[Eighty percent (80 %)]** of all students will produce test separations that are correct, artwork that is clean and accurate, printer instructions that are clear and artwork that is ready for reproduction.	a. Students will produce correct test separations. b. Students will produce line/art work that is sharp, clean and accurate. c. Students will produce written communication to the printer that is clear and accurate. d. Students will produce jobs	Portfolio Review (Portfolio Presentation course)	a.-d. Score of at least a "2" ("Acceptable/Meets Entry Level Professional Standards") on all associated items on Portfolio Review Rating Form	AY 2001-2002	AY 2002-2003	

	that are ready for reproduction.				
3. Layout/Comp Tasks (Technical) **[Eighty percent (80 %)]** of all students will produce professional looking layouts/comps, products that show good idea development, use of basic design skills and good use of type.	a. Students will produce layouts/comps that are clean, neat and well-presented. b. Students will produce products that show good idea development. c. Students will utilize good basic design skills. d. Students will represent type appropriately and accurately.	Portfolio Review (Portfolio Presentation course)	a.-d. Score of at least a "2" ("Acceptable/Meets Entry Level Professional Standards") on all associated items on Portfolio Review Rating Form	AY 2001-2002	AY 2002-2003
4. Computer Use (Technical) **[Eighty percent (80 %)]** of all students will select and use appropriate software.	a. Students will select appropriate software. b. Students will use appropriate software.	Portfolio Review (Portfolio Presentation course)	a.-b. Score of at least a "2" ("Acceptable/Meets Entry Level Professional Standards") on all associated items on Portfolio Review Rating Form	AY 2001-2002	AY 2002-2003
5. Students will gain entry-level employment in the art and computer design field.	**(90% of)** graduates will be employed in the field.	NCE placement data	To be determined	AY 2002-2003	AY 2003-2004
6. Graduating students will indicate satisfaction with program courses.	**(80% of)** graduating students will rate courses in the major as satisfactory or above.	Student Satisfaction Survey	Students will indicate a score of 3 or above (5-point scale) on related program satisfaction components of the Student Satisfaction Survey instrument	AY 2002-2003	AY 2003-2004

7. Program alumni will indicate satisfaction related to employment preparation.	(80% of) alumni will be satisfied with the technical preparation for their first job.	Alumni Survey	Alumni will indicate an average score of 3 or above (5-point scale) on the related job preparation components of the Alumni Survey instrument.	AY 2002-2003	AY 2003-2004	
8. Students will demonstrate technical competence on job.	**_____ % of students will perform at or above expected levels on co-op job.**	**Co-op Supervisor Evaluation**	**Students will receive a rating of _____ on the Co-op Supervisor Evaluation.**	AY 2002-2003	AY 2003-2004	
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