

NTID
Art and Computer Design Program Outcomes Assessment
Plan and Report for AY 2006-2007 Middle States

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

Critical Outcomes for all Students		Assessment of Outcomes		Timeline		Results	
Domain/Task/ Capability	Performance Criteria/ Benchmarks	Instrument/ Opportunity	Assessment of Performance	Develop	Collect	Summarization of Results	Use of Results
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 2001-2006	Data collected across six years indicate an average of 47% of students meeting this criterion. **	As the history reflects, this performance level is clearly unsatisfactory. When students are faced with the task of independently composing a resume, their language weaknesses quickly surface. Although results have been stronger in some years than in others, the pattern is inconsistent. An effort is underway during AY 2006-07 with faculty and employment advisors to investigate new strategies for student development of resume writing skills.
2. Pre-Press Production Tasks (Technical) [Eighty percent (80 %)] of all students will produce test separations that are correct,	a. Students will produce correct test separations. b. Students will produce line/art work that is sharp, clean and accurate. c. Students will produce	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 2001-2006	Data collected across six years indicate an average of 40% of students meeting this criterion. The patterns over these years reflect no discernable trend. This level	The A&IS Department is undergoing a thorough curriculum revision with expected implementation in Fall Quarter 2007. As part of this revision, all students

artwork that is clean and accurate, printer instructions that are clear and artwork that is ready for reproduction.	written communication to the printer that is clear and accurate. d. Students will produce jobs that are ready for reproduction.					of performance is clearly unsatisfactory. **	will have an increased exposure to production processes and techniques.
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 2001-2006	Data collected across six years indicate an average of 58% of students meeting this criterion. This performance is clearly unsatisfactory. **	During the 2006-2007 academic year, faculty will investigate the factors contributing to this poor performance in order to determine appropriate strategies for improvement.
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 software effectively.	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 2001-2006	Data collected across six years indicate an average of 84% of students meeting this criterion. **	While these results meet the target criterion, faculty efforts in the next two to three years will be aimed at improving upon this record.
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 2003-2006	For AY 2004-2005 n=6; 100% of students seeking employment were working	Continue monitoring.
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 Annual survey administered to all students in Arts & Imaging Studies Department.	Students will indicate "agree" or "strongly agree" (a score of 4 or 5 on a five-point scale) on program satisfaction components of the A&IS Department Student Survey instrument.	AY 2005-2006 New A&IS Department Student Satisfaction Survey implemented.	AY 2005-2006	92% of respondents indicated "Agree" or "Strongly Agree" with eight items (combined average) dealing with program satisfaction on	Across the eight survey items, responses ranged from 100% to 85%. Efforts in the new academic year will focus on the items at the lower end of the range.

						the annual student survey conducted in April 2006.	
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 2003-2006	n/a	n/a
8. Students will demonstrate technical competence on job.	90% of students will perform at or above expected levels on co-op job.	Co-op Supervisor Evaluation	Students will receive a score of "5" or higher (7-point scale) on the Co-op Employer's Evaluation, question #29 (student's overall performance).	AY 2002-2003	AY 2003-2006	*For all NTID associate degree co-op students for 20044 to 20054: Total n=65; 94% of students met criterion	Continue monitoring.
<p>Comments:</p> <p>*The total n reflects only those co-op evaluations that were completed online. An online co-op evaluation form was implemented summer 20044. As of summer 20054 there were still additional hard-copy co-op evaluations that could not be included in this report. It is anticipated that 90% of the co-op evaluations will be completed online by summer 20064. At that time it may be possible to calculate performance of students for each program of study.</p> <p>**Earlier results posted in these sections contained errors due to incorrect interpretation of raw data; the interpretation process has now been corrected.</p> <p>NOTE: The outcomes assessment plan for ACD will be revised as part of new curriculum development efforts within the department as a whole.</p>							
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[TOP](#)