

NTID
Art and Computer Design Program Outcomes Assessment
Plan and Report for AY 2007-2008

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 2001-2008	All (100%) of students completed the expected resume at or above the acceptable level, with appropriate opportunity for edits and revisions.	Students use their resume, and their portfolio, for job interviews and/or application to baccalaureate programs, as needed.
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 that are ready for reproduction.	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 2001-2008	All (100%) of students completed the portfolio at or above the acceptable level for prepress technical quality, with appropriate opportunity for edits and revisions.	no action needed
3. Layout/Comp Tasks (Technical) [Eighty	a. Students will produce layouts/comps that are clean, neat and well-	Portfolio Review (Portfolio Presentation course)	a.-d. Score of at least a “2” (“Acceptable/Meets Entry Level Professional	AY 2001-2002	AY 2001-2008	All (100%) of students completed the portfolio at or above the	no action needed

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.	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.		Standards”) on all associated items on Portfolio Review Rating Form.			acceptable level for design layout development quality, with appropriate opportunity for edits and revisions.	
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 2001-2008	All (100%) of students completed the portfolio at or above the acceptable level showing quality use of computer software, with appropriate opportunity for edits and revisions.	no action needed
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 2003-2008	For AY 2005-2006 n=9; 100% of students seeking employment were working	no action needed
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 2005-2008	no survey of current students was done this year	no action needed
7. Program alumni will indicate satisfaction related to employment preparation. Program alumni will indicate	(80% of) alumni will be satisfied with the technical preparation for their first job. (80% of) alumni will indicate satisfaction	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. Alumni will rate	AY 2002-2003 AY 2007-2008	AY 2003-2006 AY 2007-2008	For Arts and Imaging Studies Department AOS & AAS alumni who graduated from 2001-2006 and responded to the 2007 alumni survey, N=18; 83.3% indicated	no action needed

satisfaction with instruction.	with the instruction they received at NTID/RIT.		their NTID/RIT experience as Good or Excellent (5-point scale) for the instruction they received.			satisfaction.	
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 achieve a score of 3 or above (5-point scale) on overall student job performance statement on Co-op Supervisor Evaluation.	AY 2002-2003	AY 2003-2008	For students in the Arts & Imaging Studies Department the mean rating by co-op supervisors was 3.75 (N=12) during the four quarters 20064-20073.	no action needed

Comments:

Program will be discontinued in June, 2009. Relevant elements of this program have been included in the new Arts & Imaging Studies program core, concentration, and elective courses and in the AIS pre-baccalaureate studies option.

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