

**NTID**  
**Arts & Imaging Studies Outcomes Assessment**  
**Plan and Report for AY 2007-2008**

*Program Goal: to prepare Deaf/Hard of Hearing graduates for entry into a variety of creative and technical positions in the print and non-print media 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. Students will demonstrate ability to produce visual work meeting employment standards.	80% of students will present work samples demonstrating:  1. appropriate solution for stated problem;  2. professional production and presentation; and  3. competence with software and/or other tools;  as appropriate to student's chosen concentration (refer to items #1.1, 1.2, 1.3, 1.4, below).	Portfolio prepared by student in final major course: Practicum/Portfolio Presentation 0855-353.	Student portfolios will be reviewed on at least an annual basis across all three criteria; as rated by a jury using assessment rubric.	AY 2006-2007	AY 2008-2009	The A&IS program just completed its first year and the first graduates will be in AY 2008-09. The program outcome assessment will occur at that time.	n/a
1.1 <b>Graphic Art Concentration.</b>  Students will be able to research client needs, explore alternative solutions, and produce	80% of students will present work samples demonstrating industry-level skills in problem-solving, visual idea generation, graphic	Portfolio prepared by student in final major course: Practicum/Portfolio Presentation 0855-353. Primary examples to be drawn	Student portfolios will be reviewed (as described above) on at least an annual basis by a jury using assessment rubric.	AY 2006-2007	AY 2008-2009	The A&IS program just completed its first year and the first graduates will be in AY 2008-09. The program outcome assessment will occur at that	n/a

finished designs that meet client needs, following industry standards.	design, and production techniques.	from Publication Design 0855-362				time.	
1.2 <b>Photo Imaging Concentration.</b>  Students will be able to acquire, manipulate, and display images using a variety of printing techniques common to the industry.	80% of students will present work samples demonstrating industry-level skills in image acquisition, manipulation, output, and publishing techniques.	Portfolio prepared by student in final major course: Practicum/ Portfolio Presentation 0855-353. Primary examples to be drawn from Composite Imaging 0855-362	Student portfolios will be reviewed (as described above) on at least an annual basis by a jury using assessment rubric.	AY 2006-2007	AY 2008-2009	The A&IS program just completed its first year and the first graduates will be in AY 2008-09. The program outcome assessment will occur at that time.	n/a
1.3 <b>Print Publishing Concentration.</b>  Students will be able to prepare text and graphics for publishing using a variety of sources common to the industry.	80% of students will present work samples demonstrating industry-level skills in acquisition, generation, and preparation of text and graphics from various sources and producing jobs ready for reproduction.	Portfolio prepared by student in final major course: Practicum/ Portfolio Presentation 0855-353. Primary examples to be drawn from Publication Production II 0855-362	Student portfolios will be reviewed (as described above) on at least an annual basis by a jury using assessment rubric.	AY 2006-2007	AY 2008-2009	The A&IS program just completed its first year and the first graduates will be in AY 2008-09. The program outcome assessment will occur at that time.	n/a
1.4 <b>Web Design Development Concentration.</b>  Students will be able to utilize various sources, e.g.,	80% of students will present work samples demonstrating industry-level skills in acquisition, generation, and	Portfolio prepared by student in final major course: Practicum/ Portfolio Presentation 0855-353. Primary	Student portfolios will be reviewed (as described above) on at least an annual basis by a jury using	AY 2006-2007	AY 2008-2009	The A&IS program just completed its first year and the first graduates will be in AY 2008-09. The program outcome	n/a

text, graphics, videoclips, databases, to design and develop web pages, using techniques common to the industry.	preparation of various elements, and design and development of aesthetically-appropriate, functional web sites.	examples to be drawn from Web Design III 0855-362	assessment rubric.			assessment will occur at that time.	
2. Students will demonstrate ability to develop a professional resume, using constructive feedback from colleagues in the draft process.	80% of students will present a finished resume which meets these criteria:  1. appropriate and accurate information;  2. clear and grammatically consistent language; and  3. professional layout.	Resume submitted as part of course: Employment Seminar 0806-210.	Resumes will be rated by a jury using assessment rubric.	AY 2006-2007	AY 2008-2009	The A&IS program just completed its first year and the first graduates will be in AY 2008-09. The program outcome assessment will occur at that time.	n/a
3. Students will demonstrate ability to explain their work in the course of an employment interview.	In a simulated job interview including questions regarding a chosen project, 80% of students will clearly describe:  1. the purpose of the project;  2. the intended audience for the project;  3. the process used to create the work; and  4. software used to	Videotaped interview as part of course: Employment Seminar 0806-210.	Interviews will be rated by a jury using assessment rubric.	AY 2006-2007	AY 2008-2009	The A&IS program just completed its first year and the first graduates will be in AY 2008-09. The program outcome assessment will occur at that time.	n/a

	produce the work.						
4. Students will gain entry-level employment in the arts and imaging field.	90% of graduates will be employed in the field.	NCE Placement Data	Data will be reviewed by faculty annually.	AY 2002-2003 (continuing)	AY 2008-2009	The A&IS program just completed its first year and the first graduates will be in AY 2008-09. The program outcome assessment will occur at that time.	n/a
5. 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 2008-2009 Results to be compared against 2005-2006 results.	The A&IS program just completed its first year and the first graduates will be in AY 2008-09. The survey of graduates will be completed after AY 2008-09 graduations.	n/a
6. Program alumni will indicate satisfaction related to employment preparation.  Program alumni will indicate satisfaction related to the instruction they received at NTID/RIT.	80% of alumni will be satisfied with the technical preparation for their first job.  80% of alumni will be satisfied with the instruction they received at NTID/RIT.	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 their NTID/RIT experience as Good or Excellent (5-point scale) for the	AY 2007-2008	AY 2009-10	n/a	n/a

			instruction they received.				
7. 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 2008-2009	n/a	n/a
<b>Comments:</b>							
/ssl Rev: 08/04/2008							

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