

**NTID**  
**Arts & Imaging Studies Outcomes Assessment**  
**Plan and Report for AY 2009-2010**

*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 2009-2010	In the Portfolio Presentation course sections in 2009-10, 35 of 36 students (97%) successfully produced a portfolio showing their technical competence at a level expected for job entry.	This course is a proven way to assess the skills attained during the AIS program. We will continue to use this assessment.
1.1 <b>Graphic Art Concentration.</b>  Students will be able to research client needs, explore alternative solutions, and produce finished designs that meet client needs, following industry	80% of students will present work samples demonstrating industry-level skills in problem-solving, visual idea generation, graphic design, and production techniques.	Portfolio of work prepared by students in the advanced concentration course, Publication Design 0855-362	Student work will be reviewed by the course instructor(s) using an assessment rubric which measures performance criteria.	AY 2006-2007	AY 2009-2010	In the Publication Design course sections in 2009-10, 14 of 15 students (93%) successfully demonstrated the expected skills.	We believe that our graphic design concentration well prepares students for employment and that we provide appropriate learning challenges for those wishing to enter graphic design careers. We will continue

standards.							to monitor course content to be sure that we are up-to-date with current and projected industry trends.
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 of work prepared by students in the advanced concentration course, Composite Imaging 0855-372	Student work will be reviewed by the course instructor(s) using an assessment rubric which measures performance criteria.	AY 2006-2007	AY 2009-2010	In the Composite Imaging course sections in 2009-10 14 of 17 students (83%) successfully demonstrated the expected skills.	While 83% does exceed our target, we are not satisfied with this result. We will dig deeper and try to determine what specific issues negatively affected the outcome. Was there any consistency in the lack of skill success or was this just an off year?
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 of work prepared by students in the advanced concentration course, Publication Production II 0855-383	Student work will be reviewed by the course instructor(s) using an assessment rubric which measures performance criteria.	AY 2006-2007	AY 2009-2010	The print publishing concentration was our most lightly declared concentration. Only one section of Publication Production II was run in 2009-10. All students (n = 4) (100%) exceeded our expectation for the demonstration of publishing skills..	This concentration has been the most lightly declared concentration but one of the most successful in job placement and success in co-ops. This is one of the main reasons we modified the AIS program to have two concentrations (Graphic Design & Graphic Technology) beginning this AY 2010-11. More students will be enrolling in publishing courses and developing these critical skills.
1.4	80% of	Portfolio of work prepared by	Student work will be	AY 2006-	AY 2009-	In the sole Web	We had in-

<p><b>Web Design Development Concentration.</b></p> <p>Students will be able to utilize various sources, e.g., text, graphics, video clips, databases, to design and develop web pages, using techniques common to the industry.</p>	<p>students will present work samples demonstrating industry-level skills in acquisition, generation, and preparation of various elements, and design and development of aesthetically-appropriate, functional web sites.</p>	<p>students in the advanced concentration course Web Design III 0855-392</p>	<p>reviewed by the course instructor(s) using an assessment rubric which measures performance criteria.</p>	<p>2007</p>	<p>2010</p>	<p>Design III course section in 2009-10, all students (n = 4) (100%) met or exceeded the course expectations. However, fewer than anticipated students completed this course. Some faculty had not been teaching the outcomes expected in Web Design I and therefore many students were not fully prepared for Web Design II and, subsequently, Web Design III.</p>	<p>service professional development and faculty mentoring to bring all Web Design faculty up to the same minimum level. Now we are monitoring the instruction this year to make sure that all students have the opportunity to achieve the desired learning outcomes.</p>
<p>2. Students will demonstrate ability to develop a professional resume, using constructive feedback from colleagues in the draft process.</p>	<p>80% of students will present a finished resume which meets these criteria:</p> <ol style="list-style-type: none"> <li>1. appropriate and accurate information;</li> <li>2. clear and grammatically consistent language; and</li> <li>3. professional layout.</li> </ol>	<p>Resume submitted as part of course: Employment Seminar 0806-201.</p>	<p>Resumes will be rated by a jury using assessment rubric.</p>	<p>AY 2006-2007</p>	<p>AY 2009-2010</p>	<p>In the Employment Seminar course section in 2009-10, 38 of 38 AIS students (100%) successfully prepared a final resume as a final project for the course.</p>	<p>The Employment Seminar is proving to be very successful in enabling students to better prepare their resume and in reinforcing the skills previously learned in Job Search Process. We will continue to require all students to make a final updated resume.</p>
<p>3. Students will demonstrate ability to explain their work in the course of an employment interview.</p>	<p>In a simulated job interview including questions regarding a chosen project, 80% of students will clearly describe:</p> <ol style="list-style-type: none"> <li>1. the purpose</li> </ol>	<p>Videotaped interview as part of course: Job Search Process 0806-101.</p>	<p>Interviews will be rated by a jury using assessment rubric.</p>	<p>AY 2006-2007</p>	<p>AY 2009-2010</p>	<p>The video taped practice interview is a major assignment in Job Search process. In the JSP classes in 2009-10 40 of 48 (83.3%) AIS students completing the</p>	<p>An analysis will be made to determine what were the weaknesses: technical knowledge, interview readiness, and/or communication ability.</p>

	<p>of the project;</p> <p>2. the intended audience for the project;</p> <p>3. the process used to create the work; and</p> <p>4. software used to produce the work.</p>					<p>course and demonstrated satisfactory to excellent abilities in the video taped job interview.</p>	
<p>4. Students will gain entry-level employment in the arts and imaging field.</p>	<p>90% of graduates will be employed in the field.</p>	<p>NCE Placement Data</p>	<p>Data will be reviewed by faculty annually.</p>	<p>AY 2002-2003 (continuing)</p>	<p>AY 2008-2009</p>	<p>To date, all graduates from NAIA and NAIO had started in the ACD and DIPT programs. The first graduates from NAIA/NAIO were in 20083. 1 with AAS degree and 1 with AOS degree. The student with the AOS degree is now employed in the field. No data was provided regarding the AAS graduate. In 20091 thru 20093, 7 students graduated with an AAS degree from NAIA and 12 students from NAIO. Of the students who graduated, half are now in baccalaureate degree programs. The others are not yet reported as having a full-time employment.</p>	<p>The AIS department needs to work with NCE to find out what recent graduates are now doing.</p> <p>The first graduates from NAIA and NAIO who started in these programs will graduate this year. We will closely monitor their job placement or BFA/BS program placement success.</p>
<p>5. Graduating students will indicate satisfaction</p>	<p>80% of graduating students will rate courses in</p>	<p>Student Satisfaction Survey</p>	<p>Students will indicate "agree" or "strongly</p>	<p>AY 2005-2006 New A&amp;IS Department</p>	<p>AY 2008-2009 Results to be</p>	<p>No survey was completed in 2010. The next satisfaction</p>	<p>n/a</p>

with program courses.	the major as satisfactory or above.	Annual survey administered to all students in Arts & Imaging Studies Department.	agree" (a score of 4 or 5 on a five-point scale) on program satisfaction components of the A&IS Department Student Survey instrument.	Student Satisfaction Survey implemented.	compared against 2005-2006 results.	survey of graduating AIS students will be done in May 2011.	
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 instruction they received.	AY 2007-2008	AY 2009-10	No alumni satisfaction survey was done in 09-10. the next alumni survey will be done in academic year 2010-11.	n/a
7. Students will demonstrate appropriate work behavior and 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 "3" or higher (5-point scale) on the Co-op Employer's Evaluation, question #29 (student's overall performance). Students will receive a "Yes" response to question #30, "Competitive for job market."	AY 2002-2003	AY 2008-2009	Data is available on 34 AIS students (23 NAIO and 11 NAIA) who completed co-op in 20084-20094. (Additional 20094 co-op data may be available later.) 91.2% received a 3 or higher (1 low, 5 high) from supervisor for an overall rating; 70.1% with a 4 or 5 rating. 27 of 34 students (79.4%) were	An analysis of results will be made to determine if technical skills or soft skills weighed more heavily in supervisor evaluations. A second analysis will be made to see if length of time in program for AAS students has been a factor: are their technical skills suffering as they stay to complete AAS

					rated "YES" for readiness for employment. Interestingly, NAIO (AOS degree) student rated significantly higher than NAIA (AAS degree) students in both overall rating and job readiness.	Liberal Arts requirements?
<b>Comments:</b>						
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