

NTID
Arts & Imaging Studies Outcomes Assessment
Plan and Report for AY 2010-2011

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	All 32 students enrolled in sections of 0855-353, Portfolio Presentation earned a "B" grade or higher in the course clearly indicating that all students had produced quality work and presented the work in an appropriate portfolio format. Since the students in this course may be in any of the four program concentrations, we are very confident that the students who complete the program are able to produce visual work meeting employment standards.	This Portfolio course will continue to be a major outcome assessment strategy in AY 2011-12. The course instructor will present the findings to the AIS faculty in a department meeting in early fall quarter.
1.1 Graphic Artist Concentration. Students will be able to research client needs, explore alternative solutions, and produce finished designs that meet client needs, following	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	The Graphic Artist concentration is the most popular one for this year's graduates, chosen by 15 of the 31 students completing a concentration. 100% of the students completing the course 0855-362, Publication Design, earned a grade of "B" or higher, indicating that they all have accomplished this learning outcome.	This Publication Design course will continue to be a major outcome assessment strategy in AY 2011-12. The course instructor will present the findings to the AIS faculty in a department meeting in early fall quarter.

industry standards.							
1.2 Photo Imaging Concentration. 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	The Photo Imaging concentration is the second-most popular one for this year's graduates, chosen by 12 of the 31 students completing a concentration. 80% of the students completing the course 0855-372, Composite Imaging, earned a grade of "C" or higher, and 60% earned a "B" or higher, indicating that most have accomplished this learning outcome.	This Composite Imaging course will continue to be a major outcome assessment strategy in AY 2011-12. The course instructor will present the findings to the AIS faculty in a department meeting in early fall quarter. Faculty will focus on the assessment rubric and determine reasons why some students earned a "D" or "C" grade and analyze such factors as technical competence, attendance, meeting deadlines, etc.
1.3 Print Publishing Concentration. 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 has historically been chosen by only a few students; this year by 3 of the 32 students completing a concentration. 100% of the students completing the course 0855-383 Production Publication II earned a grade of "B" or higher, indicating that they all have accomplished this learning outcome.	This Publication Production II course will continue to be a major outcome assessment strategy in AY 2011-12. The course instructor will present the findings to the AIS faculty in a department meeting in early fall quarter.
1.4 Web Design Development Concentration. Students will be able to utilize various sources, e.g., text, graphics, video clips, databases, to design and develop web pages, using	80% of students will present work samples demonstrating industry-level skills in acquisition, generation, and preparation of various elements, and design and development of	Portfolio of work prepared by students in the advanced concentration course Web Design III 0855-392	Student work will be reviewed by the course instructor(s) using an assessment rubric which measures performance criteria.	AY 2006-2007	AY 2009-2010	Only 1 student completed the Web Design Development concentration this year. This student earned an "A" grade in 0855-392, Web Design III, indicating that he successfully accomplished this learning outcome.	This Web Design III course will continue to be a major outcome assessment strategy in AY 2011-12. The course instructor will present the findings to the AIS faculty in a department meeting in early fall quarter. Especially of interest will be the discussion of strategies to increase enrollment in the Web Design

techniques common to the industry.	aesthetically-appropriate, functional web sites.						course sequence.
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 0806-201.	Resumes will be rated by a jury using assessment rubric.	AY 2006-2007	AY 2009-2010	34 AIS students completed 0806-201, Employment Seminar, in AY 2010-11. 32 of 34 earned (94%) a "B" or higher indicating that they had met all course requirements including the development of a professional resume.	This Employment Seminar course will continue to be a major outcome assessment strategy in AY 2011-12. The course instructors will present the findings to the AIS faculty in a department meeting in early fall quarter
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 produce the work.	Videotaped interview as part of course: Job Search Process 0806-101.	Interviews will be rated by a jury using assessment rubric.	AY 2006-2007	AY 2009-2010	29 of 33 (88%) AIS students completing 0806-101, Job Search Process, in AY 2010-11 earned a "C" or higher and 64% earned a "B" or higher, indicating that they had met all course requirements including the job interview activity learning outcome and the discussion of their work examples.	This Job Search Process course will continue to be a major outcome assessment strategy in AY 2011-12. The course instructors will present the findings to the AIS faculty in a department meeting in early fall quarter.
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 NTID Graduate Employment report, dated September, 2010, states that 80% of the graduates from 20081 thru 20093 who were seeking employment had obtained permanent employment in the	We will continue to monitor the employment records and analyze the results. Of specific interest is the type of jobs, locations, and evaluation of overall U.S.

						field.	employment data.
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.	Graduates from the AIS program in AY 2010-11 were invited to take a Satisfaction Survey via RIT's Clipboard site. 13 of the 29 (45%) students contacted completed the survey. 11 of the 13 (85%) of the students responded with "agree" or "strongly agree" to this statement: The A&IS program helped me develop skills and knowledge for my career. 12 of 13 (92%) students responded with "agree" or "strongly agree" to this statement: The faculty were prepared and organized for the courses they taught.	Overall, the satisfaction rate is very high. We will discuss the survey results and any included student recommendations in a fall quarter department meeting.
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	For the Arts & Imaging Studies Department AOS, AAS & AS alumni who graduated from 2005-2009 and responded to the 2010 alumni survey, N=22; 90.9% indicated satisfaction.	No specific program data to be used.
7. Students will demonstrate appropriate work behavior and technical competence on	90% of students will perform at or above expected levels on co-	Co-op Supervisor Evaluation	Students will receive a score of "3" or higher (5-point scale) on the Co-op	AY 2002-2003	AY 2008-2009	39 AIS students enrolled in their co-op work experience in 2009 through 2010. 36 (92%) earned a	We will continue to monitor the co-op supervisor evaluations and analyze the results. The AIS

job.	op job.		Employer's Evaluation, question #29 (student's overall performance). Students will receive a "Yes" response to question #30, "Competitive for job market."		"Satisfactory" grade which requires a rating of 3 or higher overall evaluation and an indication of job readiness from their supervisor.	Co-op coordinator will report on the evaluation results in a department meeting during fall quarter.
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Comments:

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