

**NTID**  
**Arts & Imaging Studies Outcomes Assessment**  
**Plan and Report for AY 2011-2012**

*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.	<p>80% of students will present work samples demonstrating:</p> <p>1. appropriate solution for stated problem;</p> <p>2. professional production and presentation; and</p> <p>3. competence with software and/or other tools;</p> <p>as appropriate to student's chosen concentration (refer to items #1.1, 1.2 below).</p>	Assessment of student performance in 0855-351 Production Workshop.	<p>Student work will be reviewed by the course instructor(s) using an assessment rubric which measures performance criteria.</p> <p>Students will be evaluated based on their program concentration.</p>	AY 2011-12	AY 2011-12	90% of the AIS students who enrolled in 0855-351 in AY 2011-12 earned a passing grade of "C" or higher. 100% earned a "" or higher. This indicates that all students sufficiently learned and applied the concepts from the previous course(s).	We will continue to monitor and evaluate student performance in the Production Workshop course. Course instructors will summarize student performance in report to department faculty.
1.1 <b>Graphic Design Concentration.</b>	80% of students will present work samples demonstrating industry-level skills in	Assessment of work prepared by students in 0855-351 Production Workshop	Student work will be reviewed by the course instructor(s) using an assessment	AY 2011-2012	AY 2011-2012	Graphic Design concentration students completed numerous projects with a high degree of success. Intereaction with	A catalog of student projects completed in the Production Workshop

	problem-solving, visual idea generation, graphic design, and production techniques.		rubric which measures performance criteria.			project clients has proven to be very beneficial. 80% target was exceeded.	will be initiated in AY 2012-13. This catalog, which will include project details and well as production summary of needed procedures, will enable the AIS program to better track overall outcome success.
1.2 <b>Graphic Technology (Production) Concentration.</b>	80% of students will present work samples demonstrating industry-level skills in acquisition, generation, and preparation of text, graphics , and images for print and/or Web projects.	Assessment of work prepared by students in 0855-351 Production Workshop	Student work will be reviewed by the course instructor(s) using an assessment rubric which measures performance criteria.	AY 2011-2012	AY 2011-2012	Graphic Production concentration students completed numerous projects with a high degree of success. Interaction with student designers in a team approach to problem solving has proven to be very successful. 80% target was exceeded.	A catalog of student projects completed in the Production Workshop will be initiated in AY 2012-13. This catalog, which will include project details and well as production summary of needed procedures, will enable the AIS program to better track overall outcome success.
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;	Resume submitted as part of course: Employment Seminar 0806-201. Resumes will be rated using an assessment rubric	Resumes will be rated using an assessment rubric.	AY 2011-2012	AY 2011-2012	Resumés continue to be a challenge for the students, especially related ot describing their own capabilities and achievements. Rewrites are frequently needed and are expected until a satisfactory result is attained.	A summary report tot eh faculty will emphasize the need for studnets to learn the correct names of software and equipment as well as

	<p>2. clear and grammatically consistent language; and</p> <p>3. professional layout.</p>					<p>This process resulted in the fact that 100% of the students did complete an acceptable (or better) resumé.</p>	<p>how to best describe their own skills and abilities.</p>
<p>3. Students will demonstrate the ability to compile and present a professional portfolio, using constructive feedback from colleagues in the preparation process.</p>	<p>80% of students will present a finished portfolio which meets these criteria:</p> <p>1. all examples are chosen to match job objective</p> <p>2. all examples for traditional portfolio are printed clean and in an appropriate portfolio binder.</p> <p>3. A CD/DVD or Web-based portfolio complements the traditional portfolio</p>	<p>Portfolio submitted as part of 0855-353 Portfolio Presentation. Portfolios will be rated using an assessment rubric</p>	<p>Portfolios will be rated using an assessment rubric</p>	<p>AY 2011-2012</p>	<p>AY 2011-2012</p>	<p>80% of students who completed the portfolio course earned a "B" grade or higher. This indicates that these students prepared their portfolios in a complete and professional manner.</p>	<p>We will continue to monitor and evaluate student performance in the Portfolio course. Course instructors will summarize student performance in report to department faculty.</p>
<p>4. 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> <p>1. the purpose of the project;</p> <p>2. the intended audience for the project;</p>	<p>Practice interview as part of course: Job Search Process 0806-101.</p>	<p>evaluation of practice interview as part of course: Job Search Process 0806-101</p>	<p>AY 2011-2012</p>	<p>AY 2011-2012</p>	<p>Most students were able to successfully describe their project criteria when asked during the interview. Some struggle with describing some project details, but there was no consistency in areas of weakness vs. strength. Overall, there needs to be improvement in use of technical vocabulary. The target of 80% overall success was met.</p>	<p>We will continue to monitor and evaluate student performance in their practice interviews. Course instructors will summarize student performance in report to department faculty.</p>

	3. the process used to create the work; and  4. software used to produce the work.						
5. 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 2011-2012 for graduating class of 2009.	The NTID Graduate Employment report, dated September, 2011, states that 70% (N=10) of the graduates from 20091 thru 20094 who were seeking employment had obtained permanent employment in the field. An additional 10 students reported being in school.	The continued economic slowdown has adversely impacted student employment. We will continue to evaluate the job-readiness of graduates and seek to improve the job search results.
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 2011-2012 A&IS Department Student Satisfaction Survey	AY 2011-2012	A survey was given to all graduates of the AIS program with AAS and AOS degrees in AY 2011-12. The survey was administered through Clipboard. Survey results were extremely positive with nearly unanimous student satisfaction with the program courses, faculty, and facilities.	The AIS faculty will continue to evaluate course content and the ability of students to succeed in the program.
7. Program alumni will indicate satisfaction related to employment preparation.  Program alumni will	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	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.	NTID Alumni Survey timeline	AY 2011-2012, if available	No Alumni Survey was conducted this year.	N/A

indicate satisfaction related to the instruction they received at NTID/RIT.	at NTID/RIT.		Alumni will rate their NTID/RIT experience as Good or Excellent (5-point scale) for the instruction they received.				
8. 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 2011-AY2012 for co-ops completedAY 2010-11	For students in the Arts & Imaging Studies Department the mean overall student job performance rating by co-op supervisors was 3.77 (N=13) during the four quarters 20104-20113. 77% of the students were rated as "Competitive for the job market."	The AIS department will work with the employment advisors to determine which students did not receive a competitive job rating and will assess the information to see how we might need to adjust our curriculum. We need to assess the creative, technical and workplace skills of the students on co-op.
<b>Comments:</b>							
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