

# NTID

## Arts & Imaging Studies Outcomes Assessment

### Plan and Report for AY 2012-2013

***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		Performance Criteria/Benchmarks		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 below).	Assessment of student performance in 0855-351 Production Workshop.	Student work will be reviewed by the course instructor(s) using an assessment rubric which measures performance criteria.  Students will be evaluated based on their program concentration	AY 2011-12	AY 2011-12	89% of the AIS students met the expected outcomes.	The Production course will continue to be the appropriate way to evaluate student job readiness with their technical skills. The AIS department plans to enhance the course experience by scheduling multiple sections in the same time slot thus enabling a larger concurrent workforce with more diversity sharing the facility and production jobs.
1.1 Graphic Design Concentration.	80% of students will present work samples demonstrating industry-level skills in problem-solving, visual idea generation, graphic design, and production techniques.	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	Based on the evaluations of individual students 81% met the expected outcomes and earned a B or higher grade.	We need to develop more jobs that require a wider range of design-specific tasks. Then we can be better able to assess the capabilities of the design students.

1.2 Graphic Technology (Production) Concentration.	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	Based on the evaluations of individual students 89% met the expected outcomes and earned a B or higher grade.	There are sufficient jobs with diverse requirements to accurately assess student capabilities in production. We plan to add more jobs in areas of photography, video, website production, and wide-format printing.
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 using an assessment rubric	Resumes will be rated using an assessment rubric.	AY 2011-2012	AY 2011-2012	This was a weak year. Only 72% of the AIS students met the expected outcomes. Many had problems writing an acceptable resume.	Renewed emphasis on resume writing in our new employment course with added support in all our technical courses.
3. Students will demonstrate the ability to compile and present a professional portfolio, using constructive feedback from colleagues in the preparation process.	80% of students will present a finished portfolio which meets these criteria:  1. all examples are chosen to match job objective  2. all examples for traditional portfolio are printed clean and in an appropriate portfolio binder.  3. A CD/DVD or Web-based portfolio complements the traditional portfolio	Portfolio submitted as part of 0855-353 Portfolio Presentation. Portfolios will be rated using an assessment rubric	Portfolios will be rated using an assessment rubric	AY 2011-2012	AY 2011-2012	Student have proven to be able to prepare acceptable portfolios in both hardcopy and digital formats. 97% of the students met the expected outcomes.	The portfolio workshop course will continue to be a capstone experience in the program.
4. 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:	Practice interview as part of course: Job Search Process 0806-101.	Evaluation of practice interview as part of course: Job Search Process 0806-101	AY 2011-2012	AY 2011-2012	This was a weak year. Only 72% of the AIS students met the expected outcomes. Mny had problems	Renewed emphasis on explaining their skills and presenting about their capabilities

	<p>1. the purpose 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>					explaining their skills and knowledge in the video interviews.	and interests in our new employment course with added support in all our technical courses.
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 states that 69% (N=13) of the graduates from 20101 thru 20104 who were seeking employment had obtained permanent employment in the field. An additional 9 students reported being in school.	Tough economic times. Easier to get an unpaid internship than a paid permanent parttime or fulltime job. We will continue to emphasize the need to stay in practice by practicing their skills while looking for employment in the field.
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	The AIS department did not offer a student satisfaction survey to the 2012-13 graduates.	With the change to semester, we will plan to have a new survey for students at the end of each term rather than waiting until the end of spring term. Ther response rate has always been poor when offered only once per year.
7. 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	NTID Alumni Survey timeline	AY 2011-2012, if available	N/A	N/A

			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 4.3 (N=33) during the four quarters 20114-2023. 82% of the students were rated as "Competitive for the job market."	These results are positive and we will continue to emphasize job readiness and the development of workplace skills as well as technicalskills.
<b>Comments:</b>							