

NTID
Digital Imaging and Publishing Technology
Outcome Assessment

Program Goal: Provide students with job entry skills to acquire a variety of positions in the imaging and publishing industry as technicians in Print Publishing & Prepress, Print Output Production, Imaging, and Web Production.

Critical Outcomes for DI&PT Students		Assessment		Timeline		Use of Results
Domain or Task	Performance Elements	Instruments or Activity	Criteria/Standard 1	Develop	Collect	
Students will be able to acquire general knowledge in most aspects of digital imaging.	a. Students will acquire fundamental knowledge in most areas of digital imaging from image acquisition, manipulation, output, publishing techniques to market and processes used in the industry.	Projects and exams will be used in a variety of advanced courses to assess the skills listed in this category.	Must meet or exceed entry level professional standards for all associated items in this category.	AY 2002-2003	AY 2003-2004	
Résumé and Portfolio (Technical) Students will produce a résumé and a portfolio that are professional looking with accurate and clearly stated content.	a. Students will produce a professional looking résumé . b. Students will produce a résumé that is accurate. c. Student will produce a résumé whose content is clearly stated. d. Students will produce a professional looking portfolio representative of their skills.	Review of résumés and portfolios in various courses such as Job Search, Employment Seminar, and by faculty on an individual basis.	Must meet or exceed entry level professional standards for all associated items in this category.	AY 2002-2003	AY 2003-2004	

<p>Computer Use (Technical) Students will select and use appropriate software.</p>	<p>a. Students will select appropriate software. b. Students will use appropriate software. c. Students will select appropriate hardware. d. Students will use appropriate hardware.</p>	<p>Projects and exams will be used in a variety of advanced courses to assess the skills listed in this category.</p>	<p>Must meet or exceed entry level professional standards for all associated items in this category.</p>	<p>AY 2002-2003</p>	<p>AY 2003-2004</p>	
<p>Reference Materials Students will be able to use written or on-line reference materials to find technical information.</p>	<p>a. Students will be able to use reference materials, on-line help or the Internet to find solutions to problems.</p>	<p>Projects and exams will be used in a variety of advanced courses to assess the skills listed in this category.</p>	<p>Must meet or exceed entry level professional standards for all associated items in this category.</p>	<p>AY 2002-2003</p>	<p>AY 2003-2004</p>	
<p>Print Publishing & Prepress Concentration Students in this concentration will be able to prepare text and graphics for publishing from a variety of sources including the use of common prepress techniques such as preflight procedures.</p>	<p>a. Students will acquire, generate and prepare text using desktop publishing software. b. Students will acquire, generate and prepare graphics using various graphic software. c. Students will apply various publishing techniques such as the use of databases. d. Students will apply common prepress techniques such as using</p>	<p>Projects and exams will be used in a variety of advanced courses to assess the skills listed in this category.</p>	<p>Must meet or exceed entry level professional standards for all associated items in this category.</p>	<p>AY 2002-2003</p>	<p>AY 2003-2004</p>	

	<p>preflight software.</p> <p>e. Students will produce jobs which are ready for reproduction.</p>					
<p>Imaging Concentration</p> <p>Students in this concentration will be able to acquire, manipulate and display images using a variety of printing techniques commonly found in the imaging industry.</p>	<p>a. Students will acquire files or images using various techniques from digital imaging to scanning.</p> <p>b. Students will manipulate images to meet specifications for reproduction using various processes.</p> <p>c. Students will output images in a variety of formats on numerous substrates using digital and traditional methods.</p> <p>d. Students will retouch and restore images to a prescribed status.</p>	<p>Projects and exams will be used in a variety of advanced courses to assess the skills listed in this category.</p>	<p>Must meet or exceed entry level professional standards for all associated items in this category.</p>	<p>AY 2002-2003</p>	<p>AY 2003-2004</p>	
<p>Web Production Concentration</p> <p>Students in this concentration will be able to prepare text and graphics for web publishing based on specifications.</p>	<p>a. Student will publish text and graphics formatted for the web.</p> <p>b. Students will import and export graphics including video clips for publishing on the web.</p> <p>c. Students will use databases to publish</p>	<p>Projects and exams will be used in a variety of advanced courses to assess the skills listed in this category.</p>	<p>Must meet or exceed entry level professional standards for all associated items in this category.</p>	<p>AY 2002-2003</p>	<p>AY 2003-2004</p>	

	information on the web. d. Students will use a variety of web publishing techniques such as motion graphics and video clips to enhance web pages.					
<i>Having conducted a job search process, a student will complete a 10-week co-op work experience.</i>		<i>NCE</i>	<i>_____ % of graduates will be employed in the field.</i>			
<i>Graduating students will indicate satisfaction with program courses.</i>		<i>Student Satisfaction Survey</i>	<i>_____ % of students will rate program courses as satisfactory or better as measured by a score of _____ or above in Student Satisfaction Survey.</i>	<i>AY 2002-2003</i>	<i>AY 2003-2004</i>	
<i>Alumni will indicate satisfaction related to program.</i>		<i>Alumni Survey</i>	<i>_____ % of alumni will indicate an average score of _____ or above on related components of Alumni Survey.</i>	<i>AY 2002-2003</i>	<i>AY 2003-2004</i>	

1. Seventy percent of the students are expected to average a score of 2 or better. 1 = doesn't meet professional standard, 2 = meets professional standard, 3 = exceeds professional standard

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