

**NTID**  
**Digital Imaging and Publishing Technology Outcomes Assessment**  
**Plan and Report for AY 2005-2006**

*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 Production, and Web Production.*

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
Eighty percent (80 %) of the 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 based on projects, tests given in one of the four concentrations listed below.	AY 2002-2003	AY 2003-2005	41 students were evaluated. 78% were able to acquire general knowledge in most aspects of digital imaging.	The Art & Computer Design (ACD) and the Digital Imaging & Publishing Technology (DIPT) departments were merged at the start of AY2005-2006. A Curriculum Team was appointed to review the ACD and DIPT programs for common skill sets and emerging technologies that apply to both programs; provide a common set of core courses in first year for students within this program cluster; streamline/consolidate course offerings wherever possible.
Résumé and Portfolio (Technical) Eighty percent (80 %) of the 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	Review of résumés and portfolios in various courses such as 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 2003-2005	31 students were evaluated. 87% met or exceeded the requirements for résumés. 84% met or exceeded the requirements for portfolios.	The Art & Computer Design (ACD) and the Digital Imaging & Publishing Technology (DIPT) departments were merged at the start of AY2005-2006. A Curriculum Team was appointed to review the ACD and DIPT programs for common skill sets and emerging technologies that apply to both programs; provide a common set of core courses in first year

	portfolio representative of their skills.						for students within this program cluster; streamline/consolidate course offerings wherever possible.
Imaging Concentration Eighty percent (80 %) of the 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.	a. Students will acquire files or images using various techniques from digital imaging to scanning. b. Students will manipulate images to meet specifications for reproduction using various processes. c. Students will output images in a variety of formats on numerous substrates using digital and traditional methods. d. Students will retouch and restore images to a prescribed status.	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 based on projects, tests and final project in the following courses: 0878-324 Image Retouch & Restore, 0878-352 Imaging Lab.	AY 2002-2003	AY 2003-2005	26 students were evaluated. 65% met or exceeded the requirements for the Imaging Concentration.	The ACD and the DIPT departments were merged at the start of AY2005-2006. A Curriculum Team was appointed to review the ACD and DIPT programs for common skill sets and emerging technologies that apply to both programs; provide a common set of core courses in first for students within this program cluster; streamline/consolidate course offerings wherever possible.
Web Production Concentration Eighty percent (80 %) of the students in this concentration will be able to prepare text and graphics for web publishing based on specifications.	a. Student will publish text and graphics formatted for the web. b. Students will import and export graphics including video clips for publishing on the web. c. Students	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 based on projects, tests and final project in the following course: 0878-328 Digital Media	AY 2002-2003	AY 2003-2005	15 students were evaluated. 73% met or exceeded the requirements for the Web Production Concentration.	The ACD and the DIPT departments were merged at the start of AY2005-2006. A Curriculum Team was appointed to review the ACD and DIPT programs for common skill sets and emerging technologies that apply to both programs; provide a common set of core courses in first for students within this

	will use databases to publish 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.		Interactive.				program cluster; streamline/consolidate course offerings wherever possible.
Print Publishing & Prepress Concentration Eighty percent (80 %) of the 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.	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 preflight software. e. Students will produce jobs which are ready for reproduction.	Projects and exams will be used in "Publication Publishing" to assess the skills listed in this category.	Must meet or exceed entry level professional standards for all associated items in this category based on projects, tests and final project in the following course: 0878-304 Publication Publishing.	AY 2002-2003	AY 2003-2005	18 students were evaluated. 88.9% met or exceeded the requirements for the Print Publishing & Prepress Concentration.	The ACD and the DIPT departments were merged at the start of AY2005-2006. A Curriculum Team was appointed to review the ACD and DIPT programs for common skill sets and emerging technologies that apply to both programs; provide a common set of core courses in first for students within this program cluster; streamline/consolidate course offerings wherever possible.
Print Output Production Concentration Eighty percent	a. Students will be able to assemble printing	Projects and exams will be used in "0878-362	Must meet or exceed entry level professional	AY 2002-2003	AY 2003-2005	8 students were evaluated. 66% met or exceeded the	The ACD and the DIPT departments were merged at the start of AY2005-2006.

(80 %) of the students in this concentration will be able to output production using a variety of printing systems commonly used in the publishing industry.	elements ready for reproduction. b. Students will be able to proof jobs and make printing plates. c. Students will output jobs to various production systems including digital and non-digital processes.	Applied Production I” to assess the skills listed in this category.	standards for all associated items in this category based on projects, tests and final project in the following course: 0878-362 Applied Production I.			requirements for the Print Output Production Concentration.	A Curriculum Team was appointed to review the ACD and DIPT programs for common skill sets and emerging technologies that apply to both programs; provide a common set of core courses in first for students within this program cluster; streamline/consolidate course offerings wherever possible.
Having conducted a job search process, eighty percent (80 %) of the students will complete a 10-week co-op work experience.	80% of the students will perform at or above expected levels on co-op.	NCE co-op data	Students will receive a rating of 3 or above (5-point scale) on the Co-op Supervisor Evaluation.	AY 2002-2003	AY 2003-2005	Supervisors completed co-op evaluations for 15 students. The average rating was 4.1 for the "Overall Evaluation Summary".	
Students will gain entry-level employment in the digital and imaging field.	90% of graduates will be employed in the field.	NCE placement data		AY 2002-2003	AY 2003-2004	The placement rate is 86%. If graduates continuing their education were included, the revised rate would be 93%.	
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	Students will indicate a score of 3 or above (5-point scale) on related program satisfaction components of the Student Satisfaction Survey instrument.	AY 2005-2006	AY 2005-2006	With the existing Digital Imaging and Publishing Technology (DIPT) and Art & Computer Design (ACD) programs having recently merged into a new Arts & Imaging Studies Department, an effort is underway to develop a new student satisfaction survey to	

						address students throughout the new enlarged department. The new survey will be implemented during the Spring Term of 2005-2006.	
Program alumni will indicate satisfaction related to employment preparations.	80% of alumni will be satisfied with the technical preparation for their job.	Alumni Survey	Alumni will indicate an average score of 3 or above (5-point scale) on how useful are the education and skills received at NTID/RIT, a component of the Alumni Survey instrument.	AY 2002-2003	AY 2003-2005	Alumni who completed the 2004 Alumni Survey reported a mean of 3.3 for this component.	
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