

**NTID**  
**Digital Imaging and Publishing Technology Outcomes Assessment**  
**Plan and Report for AY 2006-2007 Middle States**

*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	**	
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 portfolio representative	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	**	

	of their skills.						
<p>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.</p>	<p>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.</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 based on projects, tests and final project in the following courses: 0878-324 Image Retouch &amp; Restore, 0878-352 Imaging Lab.</p>	<p>AY 2002-2003</p>	<p>AY 2003-2005</p>	**	
<p>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.</p>	<p>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.</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 based on projects, tests and final project in the following course: 0878-328 Digital</p>	<p>AY 2002-2003</p>	<p>AY 2003-2005</p>	**	

	<p>c. Students will use databases to publish information on the web.</p> <p>d. Students will use a variety of web publishing techniques such as motion graphics and video clips to enhance web pages.</p>		Media Interactive.				
<p>Print Publishing &amp; Prepress Concentration</p> <p>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.</p>	<p>a. Students will acquire, generate and prepare text using desktop publishing software.</p> <p>b. Students will acquire, generate and prepare graphics using various graphic software.</p> <p>c. Students will apply various publishing techniques such as the use of databases.</p> <p>d. Students will apply common prepress techniques such as using preflight software.</p> <p>e. Students will produce jobs which</p>	<p>Projects and exams will be used in "Publication Publishing" 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 based on projects, tests and final project in the following course: 0878-304 Publication Publishing.</p>	<p>AY 2002-2003</p>	<p>AY 2003-2005</p>	**	

	are ready for reproduction.						
Print Output Production Concentration Eighty percent (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.	a. Students will be able to assemble printing 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.	Projects and exams will be used in "0878-362 Applied Production I" 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: 0878-362 Applied Production I.	AY 2002-2003	AY 2003-2005	**	
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	*For all NTID associate degree co-op students for 20044 to 20054: Total n=65; 94% of students met criterion	See comment below.
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	For AY 2004-2005 n=6; 100% of students seeking employment were working.	Continue monitoring
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 &	Students will indicate "agree" or "strongly agree" (a score of 4 or 5 on a five-point scale) on program	AY 2005-2006	AY 2005-2006	92% of respondents indicated "Agree" or "Strongly Agree" with eight items (combined average)	Across the eight survey items, responses ranged from 100% to 85%.

		Imaging Studies Department.	satisfaction components of the A&IS Department Student Survey instrument.			dealing with program satisfaction on the annual student survey conducted in April 2006.	Efforts in the new academic year will focus on the items at the lower end of the range.
Program alumni will indicate satisfaction related to employment preparation.	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	n/a	n/a

**Comments:**

\*The total n reflects only those co-op evaluations that were completed online. An online co-op evaluation form was implemented summer 2004. As of summer 2005 there were still additional hard-copy co-op evaluations that could not be included in this report. It is anticipated that 90% of the co-op evaluations will be completed online by summer 2006. At that time it may be possible to calculate performance of students for each program of study.

\*\*The outcomes assessment plan for DIPT is currently being revised as part of new curriculum development efforts within the department as a whole.

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Rev: 01/11/2007