Rochester Institute of Technology AMS » National Technical Institute for the Deaf » Visual Communications Studies **Design and Imaging Technology AAS/AOS Program**

2019-2020 Assessment Cycle

Assessment Plan

Mission Statement

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The primary mission of the **National Technical Institute for the Deaf** is to provide deaf and hard-of-hearing students with outstanding state-of-the-art technical and professional education programs, complemented by a strong arts and sciences curriculum, that prepare them to live and work in the mainstream of a rapidly changing global community and enhance their lifelong learning.

Secondarily, NTID prepares professionals to work in fields related to deafness; undertakes a program of applied research designed to enhance the social, economic and educational accommodation of deaf people; and shares its knowledge and expertise through outreach and other information dissemination programs.

Measures

Design and Imaging Technology AAS/AOS Program Outcome Set

Demonstrate effective communication and collaboration skills

Outcome: Work collaboratively in multidisciplinary teams, formulating and responding to constructive team and individual feedback

▼ Measure: Production Workshop [NAIS-292] - Interpersonal/Soft Skills Assessment Rubric

Course level Direct - Other

Details/Description:

Acceptable Benchmark: Minimum 80% of students sampled will be rated

satisfactory or above.

Implementation Plan

Annual

(timeline):

Data collected in each section of [NAIS-292]. Combined data are analyzed at least every two

years beginning AY2014-2015.

Key/Responsible

Course Faculty, Program Coordinator, and

Personnel:

Program Chairperson

Outcome: Communicate effectively with peers, design and production professionals, and clients using design and production concepts

▼ Measure: Assessment of Student Performance by Co-op Supervisor

Course level Direct - Other

Details/Description:

Acceptable Benchmark:

Minimum 80% of students sampled will be rated

satisfactory or above.

Implementation Plan

(timeline):

Annual

Key/Responsible

Personnel:

Course Faculty, NCE, Program Coordinator, and

Program Chairperson.

Course faculty will collect data. NCE will compile

co-op supervisor evaluation data.

Program chairperson and program coordinator will

analyze the data.

Outcome: Demonstrate appropriate writing skills and use of technical vocabulary

▼ **Measure:** Employment Seminar [NAIS-201]

Course level Direct - Student Artifact

Details/Description: Cover letter, resume, and interview assessment

rubric.

Acceptable Benchmark: Minimum 80% of students sampled will be rated

satisfactory or above.

Implementation Plan

(timeline):

Annual

Key/Responsible

Personnel:

Program Chairperson, and Program Coordinator

Acquire the knowledge, creative and technical skills for careers ranging from design concept to final production

Outcome: Exhibit individual competence in graphic design and/or production of professional quality graphic media

Measure: Production Workshop [NAIS-292]

Course level Direct - Student Artifact

Details/Description: Major project assessment rubric.

Minimum 80% of students sampled will be rated Acceptable Benchmark:

satisfactory or above.

Implementation Plan

(timeline):

Key/Responsible

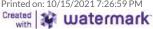
Personnel:

Data collected in each section of NAIS-292

Program Chairperson, and Program Coordinator

Outcome: Assemble and maintain a collection of completed work that shows technical competence and the qualities needed to effectively compete ...

... in the student's chosen career in the graphic arts industry and is used in the development of appropriate



▼ Measure: Portfolio Workshop [NAIS-291] - Portfolio Quality Assessment Rubric Course level Direct - Portfolio

Details/Description:

Acceptable Benchmark: Minimum 80% of student portfolios sampled will

be rated satisfactory or above.

Implementation Plan

(timeline):

Key/Responsible

Personnel:

Annual

Program Chairperson, and Program Coordinator

Demonstrate the knowledge, creative and technical skills for careers ranging from design concept to final production

Outcome: Use appropriate software applications and hardware systems in the design and production of graphic media projects

▼ Measure: 1) Co-op Supervisor Evaluation - Student's Overall Performance Course level Direct - Other

Details/Description:

Acceptable Benchmark: 80% of 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).

Implementation Plan

(timeline):

Supervisor evaluations are collected at the end of each completed co-op work experience. Combined

data are analyzed annually.

Key/Responsible Course Faculty, NCE, Program Chairperson, and

Personnel: Program

Coordinator. Course faculty will collect data. NCE will compile co-op supervisor evaluation data.

Program chairperson and coordinator will analyze

the data.

▼ **Measure:** 2) Co-op Supervisor Evaluation - Competitive for the Job Market Course level Direct - Other

Details/Description:

Acceptable Benchmark: 80% of students will receive a "Yes" response to

question #30, "Competitive for the job market

Implementation Plan

(timeline):

Supervisor evaluations are collected at the end of each completed co-op work experience. Combined

data are analyzed annually.

Key/Responsible

Personnel:

Course Faculty, NCE, Program Chairperson, and Program Coordinator. Course faculty will collect data. NCE will compile co-op supervisor evaluation data. Program chairperson and coordinator will

analyze the data.

Outcome: Manage and deliver a quality project from theoretical concept to final product on time, on budget, and in compliance with industry standards

▼ Measure: Alumni Survey Program level Indirect - Survey

Details/Description:

Acceptable Benchmark: Minimum 80% of alumni sampled will be satisfied

with the technical preparation for their first job in

the graphic arts industry.

Implementation Plan

(timeline):

Alumni Survey will be administered and analyzed

every two years.

Key/Responsible

Personnel:

Program Chairperson and Program Coordinator Program chairperson and program coordinator will

develop and administer the alumni survey; and

analyze the data.

Contribute creative and technical abilities in support of communities

Outcome: Design and produce graphic media for campus and community organizations

▼ Measure: Community Service Projects

Course level Direct - Student Artifact

Details/Description: Participate in class and extra-curricular activities.

Acceptable Benchmark: 40% of all students will participate in community

service projects and complete a project assessment

rubric.

Implementation Plan

(timeline):

Annual

Data is collected annually for all students at the

completion each project.

Key/Responsible

Personnel:

Faculty, Faculty Committee, and Department

Faculty.

Faculty will collect data at conclusion of each project. Faculty committee will analyze the data.

Department faculty will review and discuss analysis

and recommend appropriate actions.

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