

2022- 23 & 2023 - 24 General Education Assessment Plan

Department: Art

Date:9.30.22

General Education Committee has selected the following area for the 2022-23 & 2023 -24 assessment cycles:
COMMUNICATION: to demonstrate effective communication skills for personal, academic and professional purposes.

General Education Committee: Background: What factors caused the committee to choose this particular assessment outcome? The committee selected this outcome based upon the emphasis on developing a strong knowledge base in the general education curriculum.

Department: *What student outcome will the department assess that addresses effective communication skills for personal, academic or professional purposes”?*

Implementing design elements and principles as an ordering of information for effective visual communication.

Department: *What specific question(s) are you attempting to answer through assessing this student outcome? What are you trying to find out? There may be more than one question, but no more than three.*

Are gen ed students able to translate verbal narrative into a visual zine. Can gen ed students think in terms of visual sequence (beginning, middle, end). Are students able to visually organize their story into a comprehensive, well-crafted result?

Methodology:

1. **OBJECT* - What data (i.e. artifact, exam score, detailed description of assignment) will be collected?** ZINE PROJECT

Directions

Translate verbal narrative concepts into a visual parallel. This project requires that you think and design in terms of visual sequence (beginning, middle, end). You will need to visually organize your Zine into a comprehensive, well-crafted result. Additional factors to consider:

- This is to be a self-published small booklet
- Your idea can take almost any physical form, but is most often small and handheld
- You should include the element of being handmade, as well as elements of handwriting, drawing, collage, etc
- Your final product is not just thrown together but composed using elements/principles of design Using the provided materials, pencil, colored pencil, colored paper, etc. create a zine that follows principles and elements of design. It must be an original idea (no clichés or ideas that have been used before with minor changes). It must have at least one interactive or shaped page and consist of 3-4 spreads plus a front and back cover. The front cover must have a title and the back cover should contain your name.

- a. *How does this data address the assessment question?* The photographs of the projects will be visual and examples of completion of the goals.

- i. *Include/attach a description/example of assessment tool to be used.*

2. *How will data be collected?* All artifacts will be photographed and archived digitally. Once completed the Department of Art will assess the artifacts.

Analysis of Artifacts: PERFORMANCE CRITERIA* - Discuss :

- 1) How the artifacts will be analyzed (attach rubrics/scoring tools if used): The department will assess the artifacts using a rubric as scoring tool. See attachment (see attachment)
- 2) How you will know if it is good (i.e. score required by % of students): 80% of the student artifacts will score 80% or higher.

Submitted by: Don Robson

Date: 9.30.22

Assessment Committee Reviewed (Date): 11/1/22

Department Chair notified of approval/or additional action needed: Aproved 11/1/22