

2024 – 25 Departmental Assessment Plan

Department/Program/Unit: Art	Date: 9.30.24
Members involved with development of Plan: Seth Boggs and Don Robson	
Departmental/Program/Unit Student Outcome: <i>What student outcome from the departmental matrix will be assessed? (It is suggested that you cut and paste directly from the matrix. Outcomes should represent the absolute priorities for learning- students must be able to do [this] when they finish our program).</i> State as follows: Students should be able to [action verb] [something]. Experience in Graphic Design; practice gained while working in an internship position within a professional environment. An internship providing graphic design services within a design studio, an in-house design experience or an advertising firm is a valuable experience for graphic design students. The hands-on experience is invaluable not only in that practical application of their learning can be put to the test, but also, the job market can be readily assessed by the interns	
Background: <i>What factors caused you to choose this particular assessment outcome? If you chose this outcome because of a perceived problem, please explain.</i> Experience in a graphic design internship will equip the student to: <ul style="list-style-type: none">• Know how to use the various equipment common to most graphic design studios.• Understand the time pressures and competitive nature of the commercial art field.• Know how to relate with others (especially non-artists) who work in the studio.• Understand the challenges of working with customer of various aesthetic tastes.• Understand the supervisor/worker relationship in the work place.	
Question: <i>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.)</i> Are internship students performing at a satisfactory or higher level based on 18 areas inherent to the experience.	
Methodology: <ol style="list-style-type: none">1. OBJECT* - <i>What data (i.e. artifact, exam score, detailed description of assignment) will be collected?</i> Undergraduate internship student evaluation form.<ol style="list-style-type: none">a. <i>How does this data address the assessment question?</i> The form is completed by the internship supervisor and rates the student based on four criteria.<ol style="list-style-type: none">i. <i>Include/attach a description/example of assessment tool to be used.</i>2. <i>How will data be collected?</i> Faculty advisors will collect evaluation forms and review each students scores.	
Analysis of Artifacts: PERFORMANCE CRITERIA* - Discuss: <ol style="list-style-type: none">1) <i>How the artifacts will be analyzed (attach rubrics/scoring tools if used):</i> Each of the student's evaluation forms will be reviewed to determine whether all supervisor evaluation forms were satisfactory or above. Evaluation form attached.2) <i>How you will know if it is good (i.e. score required by % of students):</i> 80% of students will score satisfactory or above.	
Submitted by: Don Robson Date: 9.30.24 Assessment Committee Reviewed (Date): 10/23/24	
Department Chair notified of approval/or additional action needed: Approved	