

**OSU-Okmulgee**  
**Academic Programs Form C**  
**ASSESSMENT REPORT**

\_\_\_\_\_  
Visual Communications  
(Unit)

\_\_\_\_\_  
Graphic Design  
(Program Emphasis or Specialization)

\_\_\_\_\_  
2003-2004  
(Assessment Period Covered)

\_\_\_\_\_  
10/4/04  
(Date Submitted)

**Intended Educational (Student) Objective #1:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 1: COMMUNICATION**

Effectively communicate electronically, verbally and in writing.

**A. Formative Means of Assessment for Objective Identified Above:**

**1 a. Means of Program Assessment & Criteria for Success:**

80% of the students who take composition writing courses or speech courses will satisfy this objective by:  
Speech—Instructors will use a common grade sheet for the persuasive speech. Students must score at least 74% on that speech to be considered proficient.  
Freshman Composition I—Students will do an in-class essay and a portfolio and must score at least a 74% or higher on each to be considered proficient. The contents of the portfolio are the same for all students, regardless of instructor.  
Freshman Composition II—Students will do a research paper that will be graded pass/fail, with 74% considered passing proficiency.  
Achieving a 74% competency or higher (pass rating) based on individual course documentation that will be provided by the instructors to each division at the end of each semester. The documentation will be as follows with the same assessment criteria for all faculty.

**1 a. Description of Data Collection & Assessment Results:**

86% of the students in the spring 2004 semester completed Freshman Composition I scored 74% or higher on their in-class essay and portfolio. This data was collected and entered by Arts & Sciences English faculty and collected via SCT.

**1 a. Use of Results to Improve Instructional Program:**

We will continue collecting and reviewing data, however no program changes are indicated at this time.

**B. Summative Means of Assessment for Objective Identified Above:**

**1 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Capstone will produce a Promotional Brochure that demonstrates his or her ability to schedule, plan, copyright, produce, and visually communicate his or her client's message with 74% accuracy.

**1 b. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Capstone.

**1 b. Use of Results to Improve Instructional Program:**

Improvements to be determined upon fall 2003 freshman students' completion of Capstone.

**C. Summative Means of Assessment for Objective Identified Above:**

**1 c. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Capstone will demonstrate his/her knowledge of industry specific terms through an oral portfolio presentation to industry advisors/professionals with 74% accuracy.

**1 c. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Capstone.

**1 c. Use of Results to Improve Instructional Program:**

Improvements to be determined upon fall 2003 freshman students' completion of Capstone.

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\_\_\_\_\_  
Visual Communications  
(Academic Program)

\_\_\_\_\_  
Graphic Design  
(Degree Level)

\_\_\_\_\_  
2003–2004

(Assessment Period Covered)

\_\_\_\_\_  
10/4/04

(Date Submitted)

**Intended Educational (Student) Objective #2:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 2: CRITICAL THINKING**

Demonstrate logical, systematic problem-solving techniques—Analyze and solve problems using basic mathematical computations.

**A. Formative Means of Assessment for Objective Identified Above:**

**2 a. Means of Program Assessment & Criteria for Success:**

Each student will take a comprehensive exam each time they complete a math course and 70% of them must achieve at least 74% competency on each course assessment/exam.

**2 a. Description of Data Collection & Assessment Results:**

67% of students, in the spring 2004 semester, who completed College Algebra and 33.1% of students who completed Business Math achieved 74% or higher competency on the course assessment/exam. This data was collected and entered by Arts & Sciences Math faculty and collected via SCT.

**2 a. Use of Results to Improve Instructional Program:**

We will continue collecting and reviewing data, however no program changes are indicated at this time.

**B. Summative Means of Assessment for Objective Identified Above:**

**2 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Capstone will complete a portfolio that demonstrates their ability to use a variety of measurement systems, calculate proportion, compute formulas and produce samples with 74% accuracy.

**2 b. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Capstone.

**2 b. Use of Results to Improve Instructional Program:**

Improvements to be determined upon fall 2003 freshman students' completion of Capstone.

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Visual Communications  
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\_\_\_\_\_  
2003–2004

(Assessment Period Covered)

\_\_\_\_\_  
10/4/04

(Date Submitted)

**Intended Educational (Student) Objective #3:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 3: ETHICS**

Develop and display a sense of personal, social and professional work ethics.

**A. Formative Means of Assessment for Objective Identified Above:**

**3 a. Means of Program Assessment & Criteria for Success:**

Students will research strategies that promote ethical behavior in the workplace and submit in writing a professional code of ethics analysis in their Ethics course. 80% of the students will achieve 74% proficiency or higher for this objective.

**3 a. Description of Data Collection & Assessment Results:**

93% of students who completed the Ethics course, in the spring 2004 semester, achieved 74% or higher researching strategies that promote ethical behavior in the workplace and submitted in writing a professional code of ethics analysis. This data was collected and entered by Arts & Sciences Ethics faculty and collected via SCT.

**3 a. Use of Results to Improve Instructional Program:**

We will continue collecting and reviewing data, however no program changes are indicated at this time.

**B. Summative Means of Assessment for Objective Identified Above:**

**3 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Capstone will complete a portfolio and present their work to industry advisors/professionals with 74% accuracy.

**3 b. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Capstone.

**3 b. Use of Results to Improve Instructional Program:**

Improvements to be determined upon fall 2003 freshman students' completion of Capstone.

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Visual Communications  
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2003–2004

(Assessment Period Covered)

\_\_\_\_\_  
10/4/04

(Date Submitted)

**Intended Educational (Student) Objective #4:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 4: CULTURE, HISTORY, & DIVERSITY**

Explain the cultural heritage and primary elements of the history and government of the U.S. and its people, especially as it impacts one's industry or field of study.

**A. Formative Means of Assessment for Objective Identified Above:**

**4 a. Means of Program Assessment & Criteria for Success:**

Upon completion of HIST 1483 (US History to 1865) and POLS 1113 (US Government), each student will take a comprehensive exam over each course and 70% will achieve 74% competency or higher on each assessment/exam.

**4 a. Description of Data Collection & Assessment Results:**

No assessment was recorded for students who completed HIST 1483, U.S. History to 1865. 86% of students completing HIST 1493, in the summer 2004 semester, achieved 74% or higher base on the comprehensive exam. 53% completing POLS 1113 (U. S. Government), in the spring 2004 semester achieved 74% or higher based on a comprehensive exam. This data was collected and entered by Arts & Sciences History or Political Science faculty and collected via SCT.

**4 a. Use of Results to Improve Instructional Program:**

We will continue collecting and reviewing data, however no program changes are indicated at this time.

**B. Summative Means of Assessment for Objective Identified Above:**

**4 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Introduction to Typography will demonstrate their knowledge of and sensitivity to origins, history, and nomenclature in a comprehensive final with 74% accuracy.

**4 b. Description of Data Collection & Assessment Results:**

64.5% of students completing VIS 1203 (Introduction to Typography) completed this course with 74% or higher the comprehensive final. This data was collected and entered by Visual Communications Graphic Design faculty and collected via SCT.

**4 b. Use of Results to Improve Instructional Program:**

Improvements to be determined upon fall 2003 freshman students' completion of Introduction to Typography.

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10/4/04

(Date Submitted)

**Intended Educational (Student) Objective #5:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 5: TECHNOLOGY**

Access and use technology appropriate to one's industry or field of study.

**A. Formative Means of Assessment for Objective Identified Above:**

**5 a. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD students completing Applications to Computers will achieve 74% competency on the Final Skills Exam.

**5 a. Description of Data Collection & Assessment Results:**

64% of GRD students completing VIS 1123 (Applications of Computers to Vis. Comm.), in the spring 2004 semester, achieved 74% or higher competency on the Final Skills Exam. This data was collected and entered by Visual Communications Graphic Design faculty and collected via SCT.

**5 a. Use of Results to Improve Instructional Program:**

An Excel file has been constructed for the entry of individual student scores in courses in which more than one assessment is used. GRD Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

**B. Summative Means of Assessment for Objective Identified Above:**

**5 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD students completing Applications to Computers will achieve 74% competency on the Final Written Exam.

**5 b. Description of Data Collection & Assessment Results:**

An Excel file has been constructed for the entry of individual student scores in courses in which more than one assessment is used. GRD Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

**5 b. Use of Results to Improve Instructional Program:**

Improvements to be determined upon collection of data beginning with the summer 2004 semester.

## **C. Summative Means of Assessment for Objective Identified Above:**

### **5 c. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Capstone will complete a portfolio produced with industry relevant hardware and software with 74% accuracy.

### **5 c. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Capstone.

### **5 c. Use of Results to Improve Instructional Program:**

Improvements to be determined upon fall 2003 freshman students' completion of Capstone.

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10/4/04

(Date Submitted)

**Intended Educational (Student) Objective #6:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 6:**

Produce promotional media/campaigns using analysis and research based on psychographic and demographic information.

**A. Formative Means of Assessment for Objective Identified Above:**

**6 a. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Ad Design II will complete the assigned number of pieces as part of a strategic and comprehensive promotional campaign and presentation with 74% accuracy.

**6 a. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Ad Design II.

**6 a. Use of Results to Improve Instructional Program:**

We will continue collecting and reviewing data, however no program changes are indicated at this time.

**B. Summative Means of Assessment for Objective Identified Above:**

**6 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Capstone will complete a portfolio containing a promotional or identity campaign with 74% accuracy.

**6 b. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Capstone.

**6 b. Use of Results to Improve Instructional Program:**

Improvements to be determined upon fall 2003 freshman students' completion of Capstone.

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**Intended Educational (Student) Objective #7:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 7:**

Develop a working vocabulary of industry specific terms.

**A. Formative Means of Assessment for Objective Identified Above:**

**7 a. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Introduction of Typography will complete a test over typographic terms and nomenclature with 74% accuracy.

**7 a. Description of Data Collection & Assessment Results:**

No assessment recorded.

**7 a. Use of Results to Improve Instructional Program:**

An Excel file has been constructed for the entry of individual student scores in courses in which more than one assessment is used. GRD Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

**B. Summative Means of Assessment for Objective Identified Above:**

**7 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Capstone will demonstrate his/her knowledge of industry specific terms through an oral portfolio presentation to industry advisors/professionals with 74% accuracy.

**7 b. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Capstone.

**7 b. Use of Results to Improve Instructional Program:**

Improvements to be determined upon fall 2003 freshman students' completion of Capstone.

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(Date Submitted)

**Intended Educational (Student) Objective #8:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 8:**

Demonstrate electronic production skills utilizing a variety of computer platforms, software and peripherals to create professional level projects.

**A. Formative Means of Assessment for Objective Identified Above:**

**8 a. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Production III will complete the Product Bulletin with 74% accuracy.

**8 a. Description of Data Collection & Assessment Results:**

No assessment was recorded.

**8 a. Use of Results to Improve Instructional Program:**

An Excel file has been constructed for the entry of individual student scores in courses in which more than one assessment is used. GRD Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

**B. Summative Means of Assessment for Objective Identified Above:**

**8 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Capstone will complete and present a Product Bulletin in their portfolio with 74% accuracy.

**8 b. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Capstone.

**8 b. Use of Results to Improve Instructional Program:**

Improvements to be determined upon fall 2003 freshman students' completion of Capstone.

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10/4/04

(Date Submitted)

**Intended Educational (Student) Objective #9:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 9:**

Apply and use aesthetic letter spacing and use appropriate typefaces.

**A. Formative Means of Assessment for Objective Identified Above:**

**9 a. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Introduction to Typography will hand render letterforms in an Old Style typeface with aesthetic letter spacing with 74% accuracy.

**9 a. Description of Data Collection & Assessment Results:**

No assessment recorded.

**9 a. Use of Results to Improve Instructional Program:**

An Excel file has been constructed for the entry of individual student scores in courses in which more than one assessment is used. GRD Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

**B. Summative Means of Assessment for Objective Identified Above:**

**9 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Capstone will complete a portfolio that demonstrates their ability to understand and apply the proper use of type and color with 74% accuracy.

**9 b. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Capstone.

**9 b. Use of Results to Improve Instructional Program:**

Improvements to be determined upon fall 2003 freshman students' completion of Capstone.

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2003–2004

10/4/04

(Assessment Period Covered)

(Date Submitted)

**Intended Educational (Student) Objective #10:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 10:**

Distinguish type origins, history and nomenclature.

**A. Formative Means of Assessment for Objective Identified Above:**

**10 a. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Introduction to Typography will complete a written exam covering type origins, history, and nomenclature with 74% accuracy.

**10 a. Description of Data Collection & Assessment Results:**

No assessment recorded.

**10 a. Use of Results to Improve Instructional Program:**

An Excel file has been constructed for the entry of individual student scores in courses in which more than one assessment is used. GRD Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

**B. Summative Means of Assessment for Objective Identified Above:**

**10 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Introduction to Typography will demonstrate their knowledge of and sensitivity to origins, history, and nomenclature in a comprehensive final with 74% accuracy.

**10 b. Description of Data Collection & Assessment Results:**

No assessment recorded.

**10 b. Use of Results to Improve Instructional Program:**

An Excel file has been constructed for the entry of individual student scores in courses in which more than one assessment is used. GRD Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

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2003–2004

10/4/04

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(Date Submitted)

**Intended Educational (Student) Objective #11:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 11:**

Create new type styles and use existing type as a design element.

**A. Formative Means of Assessment for Objective Identified Above:**

**11 a. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Introduction to Typography will produce assigned thumbnails and roughs with 74% accuracy.

**11 a. Description of Data Collection & Assessment Results:**

No assessment recorded.

**11 a. Use of Results to Improve Instructional Program:**

An Excel file has been constructed for the entry of individual student scores in courses in which more than one assessment is used. GRD Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

**B. Summative Means of Assessment for Objective Identified Above:**

**11 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Introduction to Typography will render a version of type using a created type style, and the negative space of the created type style, with 74% accuracy.

**11 b. Description of Data Collection & Assessment Results:**

No assessment recorded.

**11 b. Use of Results to Improve Instructional Program:**

An Excel file has been constructed for the entry of individual student scores in courses in which more than one assessment is used. GRD Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

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Visual Communications  
(Academic Program)

\_\_\_\_\_  
Graphic Design  
(Degree Level)

\_\_\_\_\_  
2003–2004

\_\_\_\_\_  
08/12/04

(Assessment Period Covered)

(Date Submitted)

**Intended Educational (Student) Objective #12:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 12:**

Demonstrate concisely controlled hand skills in the generation of aligned, inked, trimmed, matted, and cleanly positioned elements for print production and presentation.

**A. Formative Means of Assessment for Objective Identified Above:**

**12 a. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Production II will complete the Magazine Ad with 74% accuracy.

**12 a. Description of Data Collection & Assessment Results:**

No assessment recorded.

**12 a. Use of Results to Improve Instructional Program:**

Production II was not offered in the spring 2004 semester.

**B. Summative Means of Assessment for Objective Identified Above:**

**12 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Capstone will complete a Promotional Brochure with 74% accuracy.

**12 b. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Capstone.

**12 b. Use of Results to Improve Instructional Program:**

Improvements to be determined upon fall 2003 freshman students' completion of Capstone.

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(Date Submitted)

**Intended Educational (Student) Objective #13:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 13:**

Appraise, compare and evaluate career opportunities.

**A. Formative Means of Assessment for Objective Identified Above:**

**13 a. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Cornerstone will complete the career research/evaluation project, with 74% accuracy.

**13 a. Description of Data Collection & Assessment Results:**

43% of the students completing GTGE (College Cornerstone), in the spring 2004 semester, achieved 74% or higher on the career research/evaluation project. This data was collected and entered by Visual Communications Graphic Design faculty and collected via SCT.

**13 a. Use of Results to Improve Instructional Program:**

An Excel file has been constructed for the entry of individual student scores in this course. GRD Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

**B. Summative Means of Assessment for Objective Identified Above:**

**13 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Capstone will complete the course unit, goals, career planning, and interviewing with 74% accuracy.

**13 b. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Capstone.

**13 b. Use of Results to Improve Instructional Program:**

Improvements to be determined upon fall 2003 freshman students' completion of Capstone.

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**Intended Educational (Student) Objective #14:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 14:**

Generate projects at a professional level with attention to fine detail.

**A. Formative Means of Assessment for Objective Identified Above:**

**14 a. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Production I will complete the Time Sheet with 74% accuracy.

**14 a. Description of Data Collection & Assessment Results:**

No assessment recorded.

**14 a. Use of Results to Improve Instructional Program:**

An Excel file has been constructed for the entry of individual student scores in this course. GRD Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

**B. Summative Means of Assessment for Objective Identified Above:**

**14 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Capstone will complete a Promotional Brochure with 74% accuracy.

**14 b. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Capstone.

**14 b. Use of Results to Improve Instructional Program:**

Improvements to be determined upon fall 2003 freshman students' completion of Capstone.

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**Intended Educational (Student) Objective #15:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 15:**

Combine the principles of proportion and perspective to produce realistic visual representations of objects using contour and shade.

**A. Formative Means of Assessment for Objective Identified Above:**

**15 a. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Basic Drawing will complete the final exam, with 74% accuracy.

**15 a. Description of Data Collection & Assessment Results:**

71% of GRD students completing GRD 1123 (Basic Drawing), in the spring 2004 semester, achieved 74% on the final exam. This data was collected and entered by Visual Communications Graphic Design faculty and collected via SCT.

**15 a. Use of Results to Improve Instructional Program:**

An Excel file has been constructed for the entry of individual student scores in this course. GRD Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester. We will continue collecting and reviewing data, however no program changes are indicated at this time.

**B. Summative Means of Assessment for Objective Identified Above:**

**15 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Capstone will complete a portfolio containing examples of thumbnails, drawings, and illustrations that demonstrate their abilities with 74% accuracy.

**15 b. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Capstone.

**15 b. Use of Results to Improve Instructional Program:**

Improvements to be determined upon fall 2003 freshman students' completion of Capstone.

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**Intended Educational (Student) Objective #16:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 16:**

Analyze historical art styles/periods and demonstrate their influences on graphic and advertising design.

**A. Formative Means of Assessment for Objective Identified Above:**

**16 a. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Art History will identify and submit an example of advertising using imagery or concepts from a historical period with 74% accuracy.

**16 a. Description of Data Collection & Assessment Results:**

100% of GRD students completing GRD 1353 (Art History), in the spring 2004 semester, achieved 74% on the final exam. This data was collected and entered by Visual Communications Graphic Design faculty and collected via SCT.

**16 a. Use of Results to Improve Instructional Program:**

An Excel file has been constructed for the entry of individual student scores in this course. GRD Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester. We will continue collecting and reviewing data, however no program changes are indicated at this time. GRD 1353 (Art History) was not offered in the spring 2004 semester.

**B. Summative Means of Assessment for Objective Identified Above:**

**16 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Capstone will complete a portfolio containing pieces indicating their ability to produce timeless designs with 74% accuracy.

**16 b. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Capstone.

**16 b. Use of Results to Improve Instructional Program:**

Improvements to be determined upon fall 2003 freshman students' completion of Capstone.

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**Academic Programs Form C**  
**ASSESSMENT REPORT**

Visual Communications  
(Academic Program)

2003–2004

(Assessment Period Covered)

Graphic Design  
(Degree Level)

10/4/04

(Date Submitted)

**Intended Educational (Student) Objective #17:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 17:**

Work effectively as part of a team.

**A. Formative Means of Assessment for Objective Identified Above:**

**17 a. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Practicum will work as part of a design team to create identities/ advertising campaigns based on client specifications with 74% accuracy.

**17 a. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Practicum.

**17 a. Use of Results to Improve Instructional Program:**

We will continue collecting and reviewing data, however no program changes are indicated at this time.

**B. Summative Means of Assessment for Objective Identified Above:**

**17 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Capstone will work as part of a design team to create a group identity/ advertising campaigns based on Capstone course specifications with 74% accuracy.

**17 b. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Capstone.

**17 b. Use of Results to Improve Instructional Program:**

Improvements to be determined upon fall 2003 freshman students' completion of Capstone.

**OSU-Okmulgee**  
**Academic Programs Form C**  
**ASSESSMENT REPORT**

\_\_\_\_\_  
Visual Communications  
(Academic Program)

\_\_\_\_\_  
Graphic Design  
(Degree Level)

\_\_\_\_\_  
2003–2004

(Assessment Period Covered)

\_\_\_\_\_  
10/4/04

(Date Submitted)

**Intended Educational (Student) Objective #18:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 18:**

Identify and utilize design principles to create design solutions that meet the criteria and needs of the client/project.

**A. Formative Means of Assessment for Objective Identified Above:**

**18 a. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Basic Design will design and render an icon for a fictitious client and make a presentation to the class with 74% accuracy.

**18 a. Description of Data Collection & Assessment Results:**

12% of GRD students completing GRD 1133 (Basic Design), in the spring 2004 semester, achieved 74% or higher by designing and rendering an icon for a fictitious client and making a presentation to the class. This data was collected and entered by Visual Communications Graphic Design faculty and collected via SCT.

**18 a. Use of Results to Improve Instructional Program:**

We will continue collecting and reviewing data, however no program changes are indicated at this time.

**B. Summative Means of Assessment for Objective Identified Above:**

**18 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Capstone will complete a portfolio containing logos and small unit designs with 74% accuracy.

**18 b. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Capstone.

**18 b. Use of Results to Improve Instructional Program:**

Improvements to be determined upon fall 2003 freshman students' completion of Capstone.

**OSU-Okmulgee**  
**Academic Programs Form C**  
**ASSESSMENT REPORT**

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Visual Communications  
(Academic Program)

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\_\_\_\_\_  
2003–2004

(Assessment Period Covered)

\_\_\_\_\_  
10/4/04

(Date Submitted)

**Intended Educational (Student) Objective #19:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 19:**

Apply interpersonal and leadership skills that value diversity among people and promote the achievement of personal industry goals.

**A. Formative Means of Assessment for Objective Identified Above:**

**19 a. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Cornerstone will complete the career research/evaluation project, with 74% accuracy.

**19 a. Description of Data Collection & Assessment Results:**

43% of the students completing GTGE (College Cornerstone), in the spring 2004 semester, achieved 74% or higher on the career research/evaluation project. This data was collected and entered by Visual Communications Graphic Design faculty and collected via SCT.

**19 a. Use of Results to Improve Instructional Program:**

We will continue collecting and reviewing data, however no program changes are indicated at this time.

**B. Summative Means of Assessment for Objective Identified Above:**

**19 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Capstone will complete goals and career research, weekly, with 74% accuracy.

**19 b. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Capstone.

**19 b. Use of Results to Improve Instructional Program:**

Improvements to be determined upon fall 2003 freshman students' completion of Capstone.

**OSU-Okmulgee**  
**Academic Programs Form C**  
**ASSESSMENT REPORT**

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Visual Communications  
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(Degree Level)

\_\_\_\_\_  
2003–2004

\_\_\_\_\_  
10/4/04

(Assessment Period Covered)

(Date Submitted)

**Intended Educational (Student) Objective #20:**

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below with intended outcome number entered in the small blank spaces.*

**Objective 20:**

Exemplify the ability to conceptualize, organize, plan and execute design projects, individually or as a team member, meeting specified deadlines.

**A. Formative Means of Assessment for Objective Identified Above:**

**20 a. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Ad Design I will develop a concept, headline and advertisement for a luxury cruise and produce a semicomp to presentation quality with 74% accuracy.

**20 a. Description of Data Collection & Assessment Results:**

67% of the students completing GRD 1213 (Ad Design I), in the spring 2004 semester, achieved 74% or higher on the career research/evaluation project. We will continue collecting and reviewing data, however no program changes are indicated at this time. This data was collected and entered by Visual Communications Graphic Design faculty and collected via SCT.

**20 a. Use of Results to Improve Instructional Program:**

An Excel file has been constructed for the entry of individual student scores for this course. GRD Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

**B. Summative Means of Assessment for Objective Identified Above:**

**20 b. Means of Program Assessment & Criteria for Success:**

80% of all Vis. Comm. GRD graduates in Capstone will complete a press ready Promotional Brochure with 74% accuracy.

**20 b. Description of Data Collection & Assessment Results:**

Students entering fall 2003 have not progressed to Capstone.

**20 b. Use of Results to Improve Instructional Program:**

Improvements to be determined upon fall 2003 freshman students' completion of Capstone.