

OSU-Okmulgee

Academic Programs Form C

ASSESSMENT REPORT

Visual Communications Division
(Unit)

Multimedia Technology
(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:

70% 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:

67% of the students who completed Freshman Comp.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. MMT graduates in Capstone will complete a Oral Portfolio Presentation to Industry Advisors/Professionals with 74% accuracy.

1 b. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to MMT Capstone.

1 b. Use of Results to Improve Instructional Program:

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

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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, including 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. The documentation will be as follows with the same assessment criteria for all faculty.

2 a. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to Intermediate Algebra or College Algebra.

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. MMT graduates in will complete Multimedia Internship with 74% accuracy.

2 b. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to Multimedia Internship.

2 b. Use of Results to Improve Instructional Program:

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

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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. 70% of the students will achieve 74% proficiency or higher for this objective.

3 a. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to their Ethics course

3 a. Use of Results to Improve Instructional Program:

Improvements to be determined upon fall 2003 students' completion of PHIL 1213 (Ethics).

B. Summative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT 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 MMT Capstone.

3 b. Use of Results to Improve Instructional Program:

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

C. Summative Means of Assessment for Objective Identified Above:

3 c. Means of Program Assessment & Criteria for Success:

80% of all Vis. Comm. MMT graduates in Multimedia Internship with complete with 74% accuracy.

3 c. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to Multimedia Internship.

3 c. Use of Results to Improve Instructional Program:

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

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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. The exams will be given in the Assessment Center and will be updated each semester. The Assessment Center staff will send the results to each division and to the Office of IA&R at the end of each semester.

4 a. Description of Data Collection & Assessment Results: (complete this section in spring after assessment results are in)

No assessment was recorded for students who completed HIST 1483, U.S. History to 1865. 0% of students completing HIST 1493 achieved 74% or higher base on the comprehensive exam. No assessment was recorded for students who completed POLS 1113 (U. S. Government). 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. MMT graduates in Multimedia Internship with 74% accuracy.

4 b. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to Multimedia Internship.

4 b. Use of Results to Improve Instructional Program:

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

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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:

100% of all Vis. Comm. MMT students completing Applications to Computers will achieve 74% competency on the Final Written Exam.

5 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:

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

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

5 b. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to MMT Capstone.

5 b. Use of Results to Improve Instructional Program:

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

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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:

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

A. Formative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT graduates in Authoring I will complete the Final Project with 74% accuracy.

6 a. Description of Data Collection & Assessment Results:

No assessment recorded.

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. MMT graduates in Multimedia Studio will complete the Final Project with 74% accuracy.

6 b. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to Multimedia Studio.

6 b. Use of Results to Improve Instructional Program:

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

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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:

Participate in various roles within a multimedia production team environment.

A. Formative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT graduates in Multimedia Studio will complete the Group Project with 74% accuracy.

7 a. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to Multimedia Studio.

7 a. Use of Results to Improve Instructional Program:

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

B. Summative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT graduates in Multimedia Internship will complete Internship with 74% accuracy.

7 b. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to Multimedia Internship.

7 b. Use of Results to Improve Instructional Program:

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

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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:

Generate creative and unique solutions through research, interviews, team consultation and brainstorming.

A. Formative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT graduates in Multimedia Authoring I will complete the final Group Project with 74% accuracy.

8 a. Description of Data Collection & Assessment Results:

No assessment recorded.

8 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:

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

100% of all Vis. Comm. MMT graduates in Multimedia Studio will complete the Group Project with 74% accuracy.

8 b. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to Multimedia Studio.

8 b. Use of Results to Improve Instructional Program:

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

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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:

Upload and maintain multiple web sites on a server.

A. Formative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT graduates in Website Planning will complete the Design Final Project with 74% accuracy.

9 a. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to Website Planning.

9 a. Use of Results to Improve Instructional Program:

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

B. Summative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT graduates in Multimedia Capstone will complete a Portfolio Web Site with 74% accuracy.

9 b. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to Website Planning.

9 b. Use of Results to Improve Instructional Program:

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

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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:

Produce digital video utilizing non-linear post-production techniques.

A. Formative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT graduates in Intro to Video Editing will complete Project #1 with 74% accuracy.

10 a. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to Video Editing.

10 a. Use of Results to Improve Instructional Program:

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

B. Summative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT graduates in Intro to Video Editing will complete the Final Project with 74% accuracy.

10 b. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to Video Editing.

10 b. Use of Results to Improve Instructional Program:

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

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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:

Produce 3-D models and animation.

A. Formative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT graduates in 3-D Computer Modeling will complete Project #1 with 74% accuracy.

11 a. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to 3-D Computer Modeling.

11 a. Use of Results to Improve Instructional Program:

Improvements to be determined upon fall 2003 students' completion of 3-D Computer Modeling.

B. Summative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT graduates in 3-D Computer Modeling will complete the Final Project with 74% accuracy.

11 b. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to 3-D Computer Modeling.

11 b. Use of Results to Improve Instructional Program:

Improvements to be determined upon fall 2003 freshman students' completion of 3-D Computer Modeling.

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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 programming skills in authoring interactive programs.

A. Formative Means of Assessment for Objective Identified Above:

12 a. Means of Program Assessment & Criteria for Success

80% of all Vis. Comm. MMT graduates in Authoring II will complete the Final Project with 74% accuracy.

12 a. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to Authoring II.

12 a. Use of Results to Improve Instructional Program:

Improvements to be determined upon fall 2003 students' completion of Authoring II.

B. Summative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT graduates in Capstone will complete the Final Portfolio CD with 74% accuracy.

12 b. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to MMT Capstone.

12 b. Use of Results to Improve Instructional Program:

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

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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. MMT graduates in Cornerstone will complete Career Research and Evaluation project with 74% accuracy.

13 a. Description of Data Collection & Assessment Results:

No assessments recorded. This course was not offered for the spring 2004 semester.

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

B. Summative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT graduates in Capstone will complete Career Planning and Interviewing with 74% accuracy.

13 b. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to MMT Capstone.

13 b. Use of Results to Improve Instructional Program:

Improvements to be determined upon fall 2003 freshman students' completion of MMT 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. MMT graduates in Multimedia for Internet will complete the Internet Final Project with 74% accuracy.

14 a. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to Multimedia for Internet.

14 a. Use of Results to Improve Instructional Program:

Improvements to be determined upon fall 2003 freshman students' completion of Multimedia for Internet.

B. Summative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT graduates in Capstone will complete e-Portfolio and Print Samples with 74% accuracy.

14 b. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to MMT Capstone.

14 b. Use of Results to Improve Instructional Program:

Improvements to be determined upon fall 2003 freshman students' completion of MMT 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:

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:

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

80% of all Vis. Comm. MMT graduates in Interface Design will complete the Final Project with 74% accuracy.

15 a. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to Interface Design.

15 a. Use of Results to Improve Instructional Program:

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

B. Summative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT graduates in Capstone will complete Portfolio Interactive Interface Design with 74% accuracy.

15 b. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to MMT Capstone.

15 b. Use of Results to Improve Instructional Program:

Improvements to be determined upon fall 2003 freshman students' completion of MMT 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:

Develop a working vocabulary of industry specific terms.

A. Formative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT graduates in Intro to Multimedia/Internet will complete Terminology Unit with 74% accuracy.

16 a. Description of Data Collection & Assessment Results:

100% of GRD students completing MMT 1213 (Intro to Multimedia/Internet) achieved 74% on the final exam. This data was collected and entered by Visual Communications MMT faculty and collected via SCT.

16 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:

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

80% of all Vis. Comm. MMT graduates in Capstone will articulate a verbal presentation of their Portfolio with 74% accuracy.

16 b. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to MMT Capstone.

16 b. Use of Results to Improve Instructional Program:

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

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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. MMT graduates in Multimedia Studio will complete the Group Project with 74% accuracy.

17 a. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to Multimedia Studio.

17 a. Use of Results to Improve Instructional Program:

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

B. Summative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT graduates in Multimedia Internship will complete Internship with 74% accuracy.

17 b. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to Multimedia Internship.

17 b. Use of Results to Improve Instructional Program:

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

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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 uses and modes for delivery of multimedia content.

A. Formative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT graduates in Intro to Multimedia / Internet will complete a PowerPoint presentation with 74% accuracy.

18 a. Description of Data Collection & Assessment Results:

86% of MMT students completing MMT 1213 (Intro to Multimedia / Internet) achieved 74% on the PowerPoint presentation. This data was collected and entered by Visual Communications MMT 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. MMT graduates in Multimedia will complete a MMT Capstone Portfolio with 74% accuracy.

18 b. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to MMT Capstone.

18 b. Use of Results to Improve Instructional Program:

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

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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. MMT graduates in Cornerstone will complete the career research project, with 74% accuracy.

19 a. Description of Data Collection & Assessment Results:

No assessments recorded. This course was not offered for the spring 2004 semester.

19 a. Use of Results to Improve Instructional Program:

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

B. Summative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT graduates in Multimedia Internship will complete Internship with 74% accuracy.

19 b. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to Multimedia Internship.

19 b. Use of Results to Improve Instructional Program:

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

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10/4/04

(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:

Solve visual problems and organize thoughts utilizing thumbnail, storyboard and flowchart techniques.

A. Formative Means of Assessment for Objective Identified Above:

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

80% of all Vis. Comm. MMT graduates in Intro to Multimedia/Internet will complete a Personal Web Site Navigation Map with 74% accuracy.

20 a. Description of Data Collection & Assessment Results:

86% of MMT students completing MMT 1213 (Intro to Multimedia / Internet) achieved 74% on Personal Website Navigation Map. This data was collected and entered by Visual Communications MMT faculty and collected via SCT.

20 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:

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

80% of all Vis. Comm. MMT graduates in MMT Capstone will complete Portfolio Site Documentation with 74% accuracy.

20 b. Description of Data Collection & Assessment Results:

Students entering fall 2003 have not progressed to MMT Capstone.

20 b. Use of Results to Improve Instructional Program:

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