

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

Visual Communications  
(Unit)

Photography  
(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 Composition I (ENGL 1113), in the spring 2004 semester scored 74% or higher on their in-class essay and portfolio. 67% of the students who completed Freshman Composition II (ENGL 1213), in the summer 2004 semester scored 74% or higher on their research paper. 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. Formative Means of Assessment for Objective Identified Above:**

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

80% of all Vis. Comm. PHO graduates in Photojournalism (PHO 1353) will accomplish all assignments with 74% accuracy.

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

No assessment recorded.

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

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

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

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

80% of all Vis. Comm. PHO graduates in Capstone will complete the Photography Workbook 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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**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 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.

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

Students entering fall 2003 have not progressed to a math course.

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

Improvements to be determined upon fall 2003 freshman students' completion of a math course.

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

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

80% of all Vis. Comm. PHO graduates in Studio II will accomplish all assignments with 74% accuracy.

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

Students entering fall 2003 have not progressed to Studio II.

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

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

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

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

80% of all Vis. Comm. PHO graduates in Capstone will complete a Photography Workbook with 74% accuracy.

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

Students entering fall 2003 have not progressed to Capstone.

### **2 c. 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 #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:**

100% of students who completed the Ethics course (PHIL 1213), 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. Formative Means of Assessment for Objective Identified Above:**

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

80% of all Vis. Comm. PHO graduates in Advanced Black and White Photography will accomplish all assignments with 74% accuracy.

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

No assessment recorded.

**3 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. Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

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

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

80% of all Vis. Comm. PHO graduates in Capstone will complete the Photography Workbook with 74% accuracy.

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

Students entering fall 2003 have not progressed to Capstone.

**3 c. 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 #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:**

No assessment was recorded for students who completed HIST 1483, U.S. History to 1865. 23% of students completing HIST 1493, in the spring 2004 semester achieved 74% or higher base on the comprehensive exam. 86% completing POLS 1113 (U. S. Government), in the spring 2004 semester achieved 74% or higher based on a comprehensive exam and 33% completing POLS 1113 (U.S. Government), in the summer 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. Formative Means of Assessment for Objective Identified Above:**

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

80% of all Vis. Comm. PHO graduates in Photojournalism will accomplish the final project with 74% accuracy.

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

Students entering fall 2003 have not progressed to Photojournalism.

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

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

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

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

80% of all Vis. Comm. PHO graduates in Capstone will complete the *attitude and work ethic* portion of the faculty Graduate Award grading sheet with 74% accuracy.

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

Students entering fall 2003 have not progressed to Capstone.

**4 c. 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 #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. PHO students completing *Photographic Layout and Design* will achieve 74% competency on the Final Skills Exam.

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

No assessment recorded. *Photographic Layout and Design* (PHO 1233) will not be offered until the spring semester 2005.

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

Improvements to be determined upon fall 2003 freshman students' completion of *Photographic Layout and Design*.

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

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

80% of all Vis. Comm. PHO graduates in Digital Photography will complete all assignments with 74% accuracy.

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

Students entering fall 2003 have not progressed to Digital Photography.

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

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

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

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

80% of all Vis. Comm. PHO graduates in Capstone will complete the *digital imaging* portion of the faculty Graduate Award grading sheet 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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**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:**

Analyze, select and employ appropriate papers and chemistry to produce photographic prints of professional reproduction grade quality.

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

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

80% of all Vis. Comm. PHO graduates in Advanced Black and White Photography will accomplish all assignments with 74% accuracy.

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

No assessment recorded.

**6 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. Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

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

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

80% of all Vis. Comm. PHO graduates in Studio I will accomplish all assignments with 74% accuracy.

**6 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. Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

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

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

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

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

80% of all Vis. Comm. PHO graduates in Capstone will complete the *printing/ exposure* portion of the faculty Graduate Award grading sheet with 74% accuracy.

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

Students entering fall 2003 have not progressed to PHO Capstone.

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

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

Define and identify artificial and ambient light characteristics while demonstrating the ability to operate studio and location lighting equipment in a safe manner.

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

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

80% of all Vis. Comm. PHO graduates in Editorial Portraiture will accomplish all assignments with 74% accuracy.

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

Students entering fall 2003 have not progressed to Editorial Portraiture.

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

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

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

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

80% of all Vis. Comm. PHO graduates in Capstone will complete the *lighting* portion of the faculty Graduate Award grading sheet with 74% accuracy.

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

Students entering fall 2003 have not progressed to PHO Capstone.

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

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

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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:**

Demonstrate the ability to analyze lighting requirements for a variety of subject matter and employ the appropriate modifiers to control specularly, true tonality and shadow.

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

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

80% of all Vis. Comm. PHO graduates in Studio II will accomplish all assignments with 74% accuracy.

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

Students entering fall 2003 have not progressed to Studio II.

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

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

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

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

80% of all Vis. Comm. PHO graduates in Capstone will complete the *lighting* portion of the faculty Graduate Award grading sheet 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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**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:**

Demonstrate the ability to conceptualize, organize, plan and execute photographic projects.

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

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

80% of all Vis. Comm. PHO graduates in Darkroom I will complete the final assignment with 74% accuracy.

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

100% of PHO students completing Darkroom I (PHO 1123), in the spring 2004 semester achieved 74% or higher on their final assignment. This data was collected and entered by Visual Communications faculty and collected via SCT.

**9 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:**

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

80% of all Vis. Comm. PHO graduates in Capstone will complete the Photography Workbook with 74% accuracy.

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

Students entering fall 2003 have not progressed to PHO Capstone.

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

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

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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:**

Discriminate and assume behaviors that enhance presentation and interview skills.

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

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

80% of all Vis. Comm. PHO graduates in Advanced Black and White Photography and Portrait Photography will complete presentations and critiques 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. Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

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

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

80% of all Vis. Comm. PHO graduates in Portrait Photography ( PHO 2423) will complete presentations and critiques with 74% accuracy.

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

No assessment recorded.

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

Students entering fall 2003 have not progressed to Portrait Photography.

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

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

80% of all Vis. Comm. PHO graduates in Capstone will complete Call Reports from job interviews with 74% accuracy.

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

Students entering fall 2003 have not progressed to Capstone.

**10 c. 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 #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:**

Demonstrate the ability to appraise and critique photographs from a broad genre.

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

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

80% of all Vis. Comm. PHO graduates in Advanced Black and White Photography (PHO 1323) will complete presentations and critiques 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. Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

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

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

80% of all Vis. Comm. PHO graduates in Portrait Photography (PHO 2423) will complete presentations and critiques with 74% accuracy.

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

Students entering fall 2003 have not progressed to Portrait Photography (PHO 2423).

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

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

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

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

80% of all Vis. Comm. PHO graduates in Capstone will participate in the faculty portfolio review.

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

Students entering fall 2003 have not progressed to Capstone.

**11 c. 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 #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:**

Develop a working vocabulary of photographic industry specific nomenclature.

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

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

80% of all Vis. Comm. PHO graduates in Studio I will complete the final written exam with 74% accuracy.

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

No assessment recorded.

**12 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. 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:**

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

80% of all Vis. Comm. PHO graduates in Capstone will complete the *camera techniques* portion of the faculty Graduate Award grading sheet 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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**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:**

Identify, operate and maintain small, medium and large format camera systems, including analyzing and rectifying operational problems with camera systems.

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

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

80% of all Vis. Comm. PHO graduates in Studio I will accomplish six out of eight assignments with 74% accuracy.

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

No assessment recorded.

**13 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. 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. PHO graduates in Capstone will complete the class 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:**

Combine and employ rules of composition, photographic design principals and depth relationships while analyzing and solving difficult compositional challenges to create high impact photographic images.

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

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

80% of all Vis. Comm. PHO graduates in Photographic Design (PHO 2523) will pass the course 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. Visual Communications Photography 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. PHO graduates in Capstone will complete the *design and creativity* portion of the faculty Graduate Award grading sheet 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:**

Work effectively as part of a team.

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

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

80% of all Vis. Comm. PHO graduates in Studio II will accomplish the Graphic Design product assignment with 74% accuracy.

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

Students entering fall 2003 have not progressed to Studio II.

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

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

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

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

80% of all Vis. Comm. PHO graduates in Photography Internship will complete Internship 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:**

Demonstrate the ability to calculate proper exposure using reflective and incident light meters while analyzing challenging lighting and subject conditions.

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

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

80% of all Vis. Comm. PHO graduates in Advanced Black and White Photography (PHO 1323) will accomplish all assignments with 74% accuracy.

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

No assessment recorded.

**16 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. Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

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

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

80% of all Vis. Comm. PHO graduates in Studio I (PHO 1313) will accomplish all assignments with 74% accuracy.

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

No assessment recorded.

**16 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. Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

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

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

80% of all Vis. Comm. PHO graduates in Capstone will complete *printing/exposure* and *lighting* portion of the faculty Graduate Award grading sheet with 74% accuracy.

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

Students entering fall 2003 have not progressed to Capstone.

**16 c. 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)

Photography  
(Degree Level)

2003–2004

(Assessment Period Covered)

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:**

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

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

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

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

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

No assessment data recorded.

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

An Excel file has been constructed for the entry of individual student scores in this course. 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:**

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

80% of all Vis. Comm. PHO graduates in Photography Internship will complete Internship with 74% accuracy.

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

Students entering fall 2003 have not progressed to Photography Internship.

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

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

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

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

\_\_\_\_\_  
Photography  
(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:**

Analyze, select and employ appropriate film and chemistry to produce processed photographic film according to professional standards.

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

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

80% of all Vis. Comm. PHO graduates in Advanced Black and White Photography (PHO 1323) will accomplish all assignments with 74% accuracy.

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

No assessment recorded.

**18 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. Visual Communications faculty will enter these scores into the Excel file beginning with the summer 2004 semester.

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

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

80% of all Vis. Comm. PHO graduates in Studio I (PHO 1313) will accomplish all assignments with 74% accuracy.

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

79% of students completing Studio I (PHO 1313), in the summer 2004 semester achieved 74% or higher accomplishing all assignments. This data was collected and entered by Visual Communications faculty and collected via SCT.

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

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

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

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

80% of all Vis. Comm. PHO graduates in Capstone will complete the *printing/exposure* portion of the faculty Graduate Award grading sheet with 74% accuracy.

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

Students entering fall 2003 have not progressed to Photography Capstone.

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

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

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

Visual Communications  
(Academic Program)

Photography  
(Degree Level)

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:**

Follow safety policies and procedures as defined by industry.

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

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

80% of all Vis. Comm. PHO graduates in Advanced Black and White Photography (PHO 1323) will complete the final project with 74% accuracy.

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

No assessment recorded.

**19 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. 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:**

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

80% of all Vis. Comm. PHO graduates in Capstone will complete all areas of the faculty Graduate Award grading sheet with 74% accuracy.

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

Students entering fall 2003 have not progressed to Photography Capstone.

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

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