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Findings By Assessment Method  
Oklahoma State University Technical Branch-Okmulgee  
Visual Communications Technology Division

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Objective: **Core Objective 1 - Communication - Effectively communicate electronically, verbally and in writing** - Core Objective 1 - Communication - Effectively communicate electronically, verbally and in writing [\[Hide Objective Detail\]](#)

Programs: Graphic Design  
Multimedia  
Photography

Start Date: 09/01/2004  
End Date: 05/06/2005  
Status: Open

Assessment Evaluation: The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

Related Courses: **ENGL 1113** - Freshman Comp I  
**ENGL 1213** - Freshman Comp II  
**SPCH 1113** - Intro to Speech

Assessment Methods

Method	Criterion	Schedule	Action Plan
Faculty will review printed and electronically stored copies of samples of writing and presentations to determine if students have demonstrated their ability to communicate effectively using standard evaluation procedures.	80% of all Graphic Design graduates will demonstrate their ability to communicate electronically, verbally and in writing with an accuracy of 74% or above.	Students will provide printed and electronically stored copies of required samples of writing and presentations in their ENGL 1113 Freshman Composition I course or SPCH 1113 Introduction to Speech Communications course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TracDat's findings form.
Faculty will evaluate the Capstone Oral Presentation and	80% of all Graphic Design graduates in Capstone will	The evaluation will occur during students' final	Data gathered will be used to make inferences about the

<p>Promotional Brochure to determine if students have demonstrated their ability to communicate effectively using standard evaluation procedures.</p>	<p>produce a Promotional Brochure that demonstrates their ability to schedule, plan, copyright, produce, and visually communicate their client's message with 74% accuracy.</p>	<p>semester in their Capstone class.</p>	<p>program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.</p>
<p>Faculty will review printed and electronically stored copies of samples of writing and presentations to determine if students have demonstrated their ability to communicate effectively using standard.</p>	<p>70% of the students who take composition writing 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.</p> <p>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.</p> <p>Freshman Composition II- Students will do a research paper that will be graded pass/fail, with 74% considered passing proficiency.</p>	<p>Formative scheduled for review prior to the students enrollment in an internship course.</p>	<p>Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.</p>

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.

<p>Faculty will review printed and electronically stored copies of all assignments in Photojournalism, PHO 1353, to determine if students have demonstrated their ability to communicate effectively.</p>	<p>80% of Photography graduates in Photojournalism (PHO 1353) will accomplish all assignments with 74% accuracy.</p>	<p>Formative scheduled for review prior to the students enrollment in an internship course.</p>	<p>Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TracDat's findings form.</p>
<p>Faculty will review the Photography Workbook in the students final semester to determine if students have demonstrated their ability to communicate effectively using this standard.</p>	<p>80% of all Photography graduates in Capstone will complete the Photography Workbook with 74% accuracy.</p>	<p>Summative is scheduled for review in a students final semester during the Capstone course.</p>	<p>Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TracDat's findings form.</p>
<p>Faculty will observe and review advisors/professional evaluations.</p>	<p>80% of all Multimedia graduates in Capstone will complete an Oral Portfolio Presentation to</p>	<p>Formative scheduled for review during the students final semester in the Capstone course.</p>	<p>Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up</p>

industry  
advisors/professional  
with 74% accuracy.

findings will be  
documented on  
TracDat's findings  
form.

### Findings

Finding	Action Taken	Follow-Up	Resolved
<b>04/13/2006</b> -- Core Objective 1 - Communication 2004 Cohort Summative <b>DESCRIPTION:</b> No data has been collected for GRD graduates completing Capstone (GRD 2696) from either the 2004 or the 2003 chort. The Graphic Design Program totals 90 credit hours. Our assessment plan began with the 2003 Freshmen and these students have yet to enter the Capstone course.			No

No data has been  
collected for MMT  
graduates completing  
Capstone (MMT 2716)  
from either the 2004 or  
the 2003 chort. The  
Multimedia Program  
totals 86 credit hours.  
Our assessment plan  
began with the 2003  
Freshmen and these  
students have yet to  
enter the Capstone  
course.

No data has been  
collected for PHO  
graduates completing  
Capstone (PHO 2696)

from either the 2004 or the 2003 cohort. The Photography Program totals 88 credit hours. Our assessment plan began with the 2003 Freshmen and these students have yet to enter the Capstone course.

**TYPE:** Problem / Limitation

**NOTES:** Freshmen students entering the GRD, MMT, and PHO programs of study in the fall 2003 were not assessed for summative objectives until fall 2005.

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**04/06/2006** -- Core Objective 1 - Communication 2004 Cohort Formative  
**DESCRIPTION:** Using the data collected from SCT, we have found that 8 out of 13 or 62% of GRD 2004 Freshmen program majors taking the assessments in Freshman Comp I, Freshman Comp II, and Speech were reported as having achieved the recommended level of performance. One of these 13 students was reported as "not applicable," suggesting that this may be a reporting error.

No

From the cohort of

students who were Freshmen GRD program majors beginning Fall 2003, 11 out of 18 or 61% passed the Communications assessments. Reporting error occurred for speech assessments because new faculty teaching Speech were not trained in assessment until Fall 2004.

These findings reflect the high drop out rate of freshman in the Graphic Design program. Further observation is needed and results will be discussed by GRD faculty during Summer 2006 assessment meeting.

For MMT program majors, 3 out of 4 or 75% of 2004 Freshmen program majors taking the assessments in Freshman Comp I, Freshman Comp II, were reported as having achieved the recommended level of performance. For the 2003 Freshman cohort, 7 out of 8 students or 88% achieved or exceeded the benchmark level of performance. No further action is required for these students at this time.

For PHO program majors, 5 out of 9 students or 56% passed the Communications formative assessments from the 2004 Freshman cohort. For the 2003 cohort, 12 out of 13 students or 92% passed the assessments. This parallels the drop rate in these programs and suggests need for intervention to retain students. This will be addressed in the Division Assessment Committee.

**TYPE:** Problem / Limitation

**NOTES:** A communication obstacle appears to exist in relaying course rigor to first-time college students. Maturity is an important component to student success as well. Further observation will be conducted for both the existing student cohorts and the Fall 2006 Freshman cohort to determine needed action in recruitment, retention, and Communications curricula.

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Objective: **Core Objective 2 - Critical Thinking** - Demonstrate logical, systematic problem-solving techniques? Analyze and solve problems

using basic mathematical computations. [\[Hide Objective Detail\]](#)

Programs: Graphic Design  
Multimedia  
Photography

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	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 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.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TracDat's findings form.
Industry advisory and faculty will review evaluations of Capstone student portfolio's. Based on a standardized evaluation form.	80% of all GRD graduates in Capstone will complete a portfolio that demonstrates their ability to use a variety of measurement	Summative scheduled for review during the Capstone course prior to graduation.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be

	systems, calculate proportion, compute formulas and produce samples with 74% accuracy.		documented on TracDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of the Photography graduates in Studio II will accomplish all assignments with 74% accuracy.	Formative scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TracDat's findings form.
Industry advisory and faculty will review evaluations of Capstone student portfolio's. Based on a standardized evaluation form.	80% of the Photography graduates in Capstone will complete a Photography Workbook with 74% accuracy.	Summative scheduled for review during enrollment in the Capstone course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TracDat's findings form.
The Visual Communications faculty will review internship evaluations of Capstone students. Based on a standardized evaluation forms.	80% of all MMT graduates will complete Multimedia Internship with 74% accuracy.	Summative scheduled for review during enrollment in the Capstone course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on

TracDat's findings form.

Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/13/2006</b> -- Core Objective 2 - Problem Solving Summative <b>DESCRIPTION:</b> No data has been collected for GRD graduates completing Capstone from either the 2004 or the 2003 cohort. The Graphic Design Program totals 90 credit hours. Our assessment plan began with the 2003 Freshmen and these students have yet to enter the Capstone course.</p>			No
<p>No data has been collected for MMT graduates completing Internship (MMT 2806) from either the 2004 or the 2003 cohort. The Multimedia Program totals 86 credit hours. Our assessment plan began with the 2003 Freshmen and these students have yet to enter the Internship course.</p>			
<p>No data has been recorded for PHO graduates completing Photojournalism (PHO 1353) from either the 2004 or the 2003 cohort. This course was offered</p>			

in the summer 2003 and 2004 semesters.

**TYPE:** Problem /  
Limitation

**NOTES:** Freshmen students entering the GRD or MMT programs of study in the fall 2003 were not assessed for summative objectives until fall 2005.

Faculty training took place during the 2003 academic year and a new faculty was hired in Photography beginning in the fall 2005.

Training is planned and assessments will be entered for the spring 2006 semester.

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**04/06/2006** -- Core Objective 2 - Problem Solving Formative  
**DESCRIPTION:** GRD: Using the data collected from SCT, we found within the Freshman 2004 cohort that two students took the critical thinking assessment in Business Math and both achieved the benchmark performance for 100% achievement. For the 2003 cohort, only one student enrolled in a college level math course, and this student did not achieve the level of performance.

No

MMT: One student from

the 2004 cohort completed the assessment in College Algebra and did so at the required level of performance. Students in the 2003 cohort took their math course work during their freshmen year.

**PHO:** Four of four (100%) of students in the 2004 cohort achieved or exceeded performance level for the formative assessment of critical thinking. Within the 2003 cohort, one student took a college level math course but was not recorded as having achieved benchmark performance.

**TYPE:** Problem / Limitation

**NOTES:** It was determined during Assessment Training scheduled for Arts & Sciences faculty during Fall 2005 that mathematics faculty were unclear or inconsistently formative reporting results for Core Objective 2. Consequently, some results above may be inaccurate. Student results for this objective should be closely examined for the

coming academic year,  
because math faculty  
now understand the  
reporting process.

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Objective: **Core Objective 3 - Ethics** - Develop and display a sense of personal, social and professional work ethics. [\[Hide Objective Detail\]](#)

Programs: Graphic Design  
Multimedia  
Photography

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the	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.	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.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

annual assessment report.

Faculty will review printed student evaluations completed by industry advisors/professionals during the portfolio review process.

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

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering

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

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

processes related to this objective. The resulting actions will be documented in the annual assessment report.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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

Formative assessment is scheduled for review prior to the students enrollment in an internship course.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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

Summative assessment is scheduled for review during the Capstone in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

## Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/13/2006</b> -- Core Objective 3 - Ethics Summative</p> <p><b>DESCRIPTION:</b> No data has been collected for GRD graduates completing Capstone from either the 2004 or the 2003 cohort. The Graphic Design Program totals 90 credit hours. Our assessment plan began with the 2003 Freshmen and these students have yet to enter the Capstone course.</p> <p>No data has been collected for MMT graduates completing Internship (MMT 2806) or Capstone (MMT 2716) from either the 2004 or the 2003 cohort. The Multimedia Program totals 86 credit hours. Our assessment plan began with the 2003 Freshmen and these students have yet to enter the Internship or Capstone courses.</p> <p>No data has been collected for PHO graduates completing Capstone from either the 2004 or the 2003 cohort. Our assessment plan began with the 2003 Freshmen and these</p>			No

students have yet to enter the Capstone course.

No data has been recorded for PHO graduates completing Advanced Black and White Photography (PHO 1323) from either the 2004 or the 2003 cohort. This course was offered in the summer 2003 and 2004 semesters.

**TYPE:** Problem / Limitation

**NOTES:** Freshmen students entering the GRD, MMT, and PHO programs of study in the fall 2003 were not assessed for summative objectives until fall 2005.

Faculty training took place during the 2003 academic year and a new faculty was hired in Photography beginning in the fall 2005.

Training is planned and assessments will be entered for the spring 2006 semester.

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**04/06/2006** -- Core Objective 3 - Ethics Formative

Yes

**DESCRIPTION:** GRD: For 2004 cohort, 5 of 5 (100%) of students passed the ethics assessment. For 2003 cohort none of the 4

GRD students enrolled in PHIL 1213 were reported as passing the Ethics assessment.

MMT: No 2004 cohorts took Ethics their freshman year. One student in the 2003 cohort to this course and was reported as "not applicable" by Ethics faculty.

PHO: In the 2004 cohort, 5 of 5 students completed the assessment at the required level of performance. In the 2003 cohort, 4 were enrolled and reported as having not passed.

**TYPE:** Problem / Limitation

**NOTES:** This was a reporting and professional development issue for Ethics faculty. Those faculty who taught Ethics and were involved in developing the Ethics assessment for Core Objective 3 were aware of proper reporting. For faculty who were new or hired after this process, they did not report assessment results accurately. This was amended with the professional development in August

2005.

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**Objective:** **Core 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. [\[Hide Objective Detail\]](#)

**Programs:** Graphic Design  
Multimedia  
Photography

**Start Date:** 09/01/2004

**End Date:** 05/06/2005

**Status:** Open

**Assessment Evaluation:** The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the	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.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

annual assessment report.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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.

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

The faculty and staff of the Visual Communications

80% of all Vis. Comm. PHO graduates in

Formative assessment is scheduled for review

Data gathered will be used to make inferences about the

<p>Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.</p>	<p>Photojournalism will accomplish the final project with 74% accuracy.</p>	<p>prior to the students enrollment in an internship course.</p>	<p>program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.</p>
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<p>The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.</p>	<p>80% of all PHO graduates in Capstone will complete the attitude and work ethic portion of the faculty Graduate Award grading sheet with 74% accuracy.</p>	<p>Summative assessment is scheduled during the Capstone class in the final semester.</p>	<p>Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.</p>
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Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/13/2006</b> -- Core Objective 4 - US History and Government Summative</p>			<p>Yes</p>

**DESCRIPTION:** No data has been collected for GRD graduates completing VIS 1203 (Introduction to Typography) from either the 2004 or the 2003 cohort.

No data has been collected for MMT graduates completing Internship (MMT 2806) from either the 2004 or the 2003 cohort. The Multimedia Program totals 86 credit hours. Our assessment plan began with the 2003 Freshmen and these students have yet to enter the Internship course.

No data has been recorded for PHO graduates completing Capstone (PHO 2696) from either the 2004 or the 2003 cohort. Our summative assessment plan began with the 2003 Freshmen and these students had yet to enter the Capstone course.

**TYPE:** Problem / Limitation

**NOTES:** It is problematic that no data has been reported for this Summative Assessment the faculty responsible for entering the data failed to do so.

Presently aware of the oversight both faculty teaching this course have been made aware of the error and will correct it.

No summative data has been collected for MMT graduates completing Internship (MMT 2806) from either the 2004 or the 2003 cohort. The Multimedia Program totals 86 credit hours. Our assessment plan began with the 2003 Freshmen and these students have yet to enter the Internship course.

Freshmen students entering the PHO programs of study in the fall 2003 were not assessed for summative objectives until fall 2005.

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**04/06/2006** -- Core Objective 4 - US History and Government Formative  
**DESCRIPTION: GRD:**  
For the 2004 cohort, 4 of 4 (100%) passed the assessment in Political Science. In the 2003 cohort, 8 or 8 were reported as having failed this assessment. Implications are stated below.

Yes

MMT: In 2004, 2 student took Political Science, with one passing and one not passing. No student from the 2003 cohort took these assessment during their Sophomore year.

PHO: In 2004, 2 passed the Political Science assessment (100%). Three students from the 2003 cohort took the History assessments and were reported as having failed.

**TYPE:** Problem / Limitation

**NOTES:** As with the Mathematics and Ethics faculty, there was limited knowledge of proper Assessment reporting. Professional development for Arts & Sciences faculty took place in three sessions during August 2005. Faculty discussed Objectives, Assessments, and the processes for reporting student learning. This should no longer be an issue for the current academic year.

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Objective:           **Core Objective 5 - Technology** - Access and use technology

appropriate to one's industry or field of study. [\[Hide Objective Detail\]](#)

Programs: Graphic Design  
Multimedia  
Photography

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. GRD students completing Applications to Computers will achieve 74% competency on the Final Skills Exam.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to	80% of all Vis. Comm. GRD students completing Applications to Computers will achieve 74% competency on the Final Written Exam.	Summative assessment is scheduled during the Capstone class in the final semester.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be

determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

documented on TraDat's findings form.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods

80% of all MMT students completing Applications to Computers for Visual Communications will achieve 74% competency on the Final Skills Exam.

Formative assessment is scheduled for review prior to the students enrollment in an internship course.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the

80% of all Vis. Comm. PHO students completing Photographic Layout and Design will achieve 74% competency on the Final Skills Exam.

Formative assessment is scheduled for review prior to the students enrollment in an internship course.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

annual assessment report.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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

Formative assessment is scheduled for review prior to the students enrollment in an internship course.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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.

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

## Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/13/2006</b> -- Core Objective 5 - Technology Summative</p> <p><b>DESCRIPTION:</b>  Reported for the 2004 GRD cohort 55% (11 students out of 20) achieved 74% or higher on the final written exam given in VIS 1123 (Applications of Computers to Visual Communications).  The 2003 GRD cohort reported 24% (10 students out of 41) achieved 74% or higher on the final written exam given in VIS 1123 (Applications of Computers to Visual Communications).</p> <p>No data has been collected for MMT graduates completing Capstone (MMT 2716) from either the 2004 or the 2003 cohort. The Multimedia Program totals 86 credit hours. Our assessment plan began with the 2003 Freshmen and these students have yet to enter the Capstone course.</p> <p>No data has been recorded for PHO graduates completing Digital Photography (PHO 2313) from either the 2004 or the 2003</p>			Yes

chort. This course was offered in the 2003 and 2004 spring semesters. No data has been recorded for digital imaging portion of the graduate award for either the 2004 or the 2003 chort. Digital imaging is a portion of the graduate award grading sheet completed in the PHO Capstone course.

**TYPE:** Problem / Limitation

**NOTES:** Reporting errors account for the low percentages report for both the 2003 and 2004 cohort. Faculty training on assessment reporting is high priority.

Freshmen students entering the MMT programs of study in the fall 2003 were not assessed for summative objectives until fall 2005.

Technical advancements in the use of digital camera in photography have resulted in changes in the PHO plan of study. Digital Photography (PHO 2313) is offered in the spring semester. Faculty training took place during the 2003 academic year and a

new faculty was hired in  
Photography beginning  
in the fall 2005.

Training is planned and  
assessments will be  
entered for the spring  
2006 semester.

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**04/06/2006** -- Core  
Objective 5 -  
Technology Formative  
**DESCRIPTION: GRD:**  
For the 2004 Freshman  
cohort, 20 Students  
attempted the  
assessment in VIS 1123,  
Applications to  
Computer in Visual  
Communications, and  
11 passed this  
assessment for a 55%  
success rate. In the 2003  
cohort, 41 students are  
reported as having  
attempted this  
assessment, and 10  
passed.

No

MMT: For the 2004  
Freshman cohort, 5 of 7  
(71%) passed this  
assessment. For 2003,  
14 attempted and 13  
were recorded as "Not  
Applicable."

PHO: For 2003, 12 of  
17 (71%) passed this  
assessment. No student  
from the 2004 cohort  
took this assessment.

**TYPE:** Problem /  
Limitation

**NOTES:** This is an  
issue for the PHO

program in that this course is no longer required in the plan of study and has been replaced by PHO 1223, Photographic Layout and Design.

In addition, reporting inconsistencies occurred until the August 2005 professional development occurred. Faculty asked crucial questions dealing with program and core objectives, assessment measure and their schedules, and procedures for collecting and reporting data. This issue should now be resolved and will be evidenced in the upcoming academic year report.

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Objective:	<b>Objective 10 - GRD Type Emphasis</b> - Distinguish type origins, history and nomenclature. <a href="#">[Hide Objective Detail]</a>
Programs:	Graphic Design
Start Date:	09/01/2004
End Date:	05/06/2005
Status:	Open
Assessment Evaluation:	The faculty and staff of the Graphic Design program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	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.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all 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.	Summative assessment is scheduled during the Capstone class in the final semester.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

### Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/17/2006 -- GRD</b> Formative Objective #10 Type Emphasis <b>DESCRIPTION:</b> For the 2004 and 2003 cohort no GRD students were reported as participating in this assessment. Our assessment plan began in 2003 and training is and was ongoing.</p>			No
<p>Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives. <b>TYPE:</b> Problem / Limitation <b>NOTES:</b> To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.</p>			
<p><b>04/17/2006 -- GRD</b> Summative Objective</p>			No

#10 Type Emphasis

**DESCRIPTION:** For the 2004 and 2003 cohort no GRD students were reported as participating in this assessment. Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem / Limitation

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective:      **Objective 10 - MMT** - Produce digital video utilizing non-linear post-production techniques. [\[Hide Objective Detail\]](#)

Programs: Multimedia  
 Start Date: 09/01/2004  
 End Date: 05/06/2005  
 Status: Open  
 Assessment Evaluation: The faculty and staff of the Multimedia program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all MMT graduates in Intro to Video Editing (MMT 2563) will complete Project #1 with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the	80% of all MMT graduates in Intro to Video Editing will complete the Final Project with 74% accuracy.	Summative assessment is scheduled during the Capstone class in the final semester.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

### Findings

Finding	Action Taken	Follow-Up	Resolved
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<b>04/18/2006</b> -- MMT Formative Objective #10			No
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**DESCRIPTION:** For the 2004 and 2003 cohort no MMT students were reported as participating in Intro. to Video Editing (2563) assessment. Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem / Limitation

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/18/2006 -- MMT**  
Summative Objective  
#10

No

**DESCRIPTION:** For the 2004 and 2003 cohort no MMT students were reported as participating in Intro. to Video Editing (2563) assessment. Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem /  
Limitation

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in

the SCT system a reminder is provided just prior to data entry.

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Objective: **Objective 10 - PHO** - Discriminate and assume behaviors that enhance presentation and interview skills. [\[Hide Objective Detail\]](#)

Programs: Photography

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Photography program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. PHO graduates in Advanced Black and White Photography and Portrait Photography will complete presentations and critiques with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

<p>The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.</p>	<p>80% of all PHO graduates in Portrait Photography ( PHO 2423) will complete presentations and critiques with 74% accuracy.</p>	<p>Formative assessment is scheduled for review prior to the students enrollment in an internship course.</p>	<p>Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.</p>
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<p>The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.</p>	<p>80% of all PHO graduates in Capstone will complete Call Reports from job interviews with 74% accuracy.</p>	<p>Summative assessment is scheduled during the Capstone class in the final semester.</p>	<p>Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.</p>
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Findings

Finding	Action Taken	Follow-Up	Resolved
<b>04/20/2006 -- PHO</b>			No

Formative Objective  
#10

**DESCRIPTION:**

Reviewing the data collected from SCT, we have found that no data was recorded for PHO 2004 Freshmen program majors taking the assessments in Advanced Black and White Photography (PHO 1323). For 2003 cohort no PHO students were reported as participating in this assessment.

Our assessment plan began in 2003 and training is and was ongoing.

**TYPE:** Problem /  
Limitation

**NOTES:** Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

#10

**DESCRIPTION:**

Reviewing the data collected from SCT, we have found that no data was recorded for PHO 2004 Freshmen program majors taking the assessments in Portrait Photography (PHO 2423). For 2003 cohort no PHO students were reported as participating in this assessment.

Our assessment plan began in 2003 and training is and was ongoing.

**TYPE:** Problem / Limitation

**NOTES:** Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

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**04/20/2006 -- PHO**  
Summative Objective  
#10

No

**DESCRIPTION:** Our assessment plan began

in 2003 and students entering in the fall semester will not be enrolled in Capstone (PHO 2696) until 2005. Data is collected using SCT. For 2003 and 2004 cohort no PHO students would have participated in this summative assessment.

**TYPE:** Distinction / Strength

**NOTES:** Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

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Objective: **Objective 11 - GRD Type Design** - Create new type styles and use existing type as a design element. [\[Hide Objective Detail\]](#)

Programs: Graphic Design

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Graphic Design program in the Visual Communications Division will meet each year, beginning in 2005, to

review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all GRD graduates in Introduction to Typography will produce assigned thumbnails and roughs with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the	80% of all 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.	Summative assessment is scheduled during the Capstone class in the final semester.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

annual assessment  
report.

### Findings

Finding	Action Taken	Follow-Up	Resolved
<b>04/17/2006 -- GRD</b> Formative Objective #11 Type Design <b>DESCRIPTION:</b> For the 2004 and 2003 cohort no GRD students were reported as participating in this assessment. Our assessment plan began in 2003 and training is and was ongoing.			No

Faculty have expressed  
a concern relating to the  
high number of  
objectives they first  
established of the GRD  
assessment plan. They  
have determined that to  
manage assessment  
effectively the number  
of objectives must be  
reduced. They are  
currently working on the  
consolidation and  
deletion of objectives  
while focusing on  
maintaining key  
objectives.

**TYPE:** Problem /  
Limitation

**NOTES:** To assist  
faculty in recalling the  
assessment measures  
that are to be entered in  
the SCT system a  
reminder is provided  
just prior to data entry.

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**04/17/2006 -- GRD**

No

Summative Objective  
#11 Type Design

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone until 2005. Data is collected using SCT. For 2003 and 2004 cohort no GRD students would have participated in this summative assessment.

Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem /  
Limitation

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective: **Objective 11 - MMT** - Produce 3-D models and animation. [\[Hide Objective Detail\]](#)

Programs: Multimedia

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Multimedia program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. MMT graduates in 3-D Computer Modeling (MMT 2523) will complete Project #1 with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications	80% of all MMT graduates in 3-D Computer Modeling	Summative assessment is scheduled during the	Data gathered will be used to make inferences about the

<p>Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.</p>	<p>will complete the Final Project with 74% accuracy.</p>	<p>Capstone class in the final semester.</p>	<p>program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.</p>
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Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/18/2006</b> -- MMT Formative Objective #11  <b>DESCRIPTION:</b> For the 2004 and 2003 cohort no MMT students were reported as participating in 3-D Computer Modeling (MMT 2523) assessment.</p> <p>Our assessment plan began in 2003 and training is and was ongoing.</p> <p>Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment</p>			<p>No</p>

effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem / Limitation

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/18/2006** -- MMT Summative Objective #11

No

**DESCRIPTION:** For the 2004 and 2003 cohort no MMT students were reported as participating in 3-D Computer Modeling (MMT 2523) assessment.

Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment effectively the number

of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem / Limitation

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

In the assessment of this objective two assessments are to be reported in one course. Using SCT for reporting currently allows for only one entry of assessment.

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Objective: **Objective 11 - PHO** - Demonstrate the ability to appraise and critique photographs from a broad genre. [\[Hide Objective Detail\]](#)

Programs: Photography

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Photography program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. PHO graduates in Advanced Black and White Photography (PHO 1323) will complete presentations and critiques with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. PHO graduates in Portrait Photography (PHO 2423) will complete presentations and critiques with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet	80% of all PHO graduates in Capstone will participate in the	Summative assessment is scheduled during the Capstone class in the	Data gathered will be used to make inferences about the program

each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

faculty portfolio review.

final semester.

effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

#### Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/21/2006</b> -- PHO Formative Objective #11</p> <p><b>DESCRIPTION:</b>            Reviewing the data collected from SCT, we have found that no data was recorded for PHO 2004 Freshmen program majors taking the assessments in Advanced Black and White Photography (PHO 1323). For 2003 cohort no PHO students were reported as participating in this assessment.</p> <p>Our assessment plan began in 2003 and training is and was ongoing.</p> <p><b>TYPE:</b> Problem / Limitation</p> <p><b>NOTES:</b> Faculty have</p>			No

**04/21/2006** -- PHO Formative Objective #11

**DESCRIPTION:**  
 Reviewing the data collected from SCT, we have found that no data was recorded for PHO 2004 Freshmen program majors taking the assessments in Advanced Black and White Photography (PHO 1323). For 2003 cohort no PHO students were reported as participating in this assessment.

Our assessment plan began in 2003 and training is and was ongoing.

**TYPE:** Problem / Limitation

**NOTES:** Faculty have

expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

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**04/21/2006 -- PHO**  
Summative Objective  
#11

No

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone (PHO 2696) until 2005. Data is collected using SCT. For 2003 and 2004 cohort no PHO students would have participated in this summative assessment.

**TYPE:** Distinction / Strength

**NOTES:** Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment

effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

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**04/21/2006** -- PHO  
Formative #2 Objective  
#11

No

**DESCRIPTION:**

Reviewing the data collected from SCT, we have found that no data was recorded for PHO 2004 Freshmen program majors taking the assessments in Portrait Photography (PHO 2423). For 2003 cohort no PHO students were reported as participating in this assessment.

Our assessment plan began in 2003 and training is and was ongoing.

**TYPE:** Problem /  
Limitation

**NOTES:** Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are

currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

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Objective: **Objective 12 - GRD Presentation** - Demonstrate concisely controlled hand skills in the generation of aligned, inked, trimmed, matted, and cleanly positioned elements for print production and presentation.  
[\[Hide Objective Detail\]](#)

Programs: Graphic Design

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Graphic Design program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to	80% of all Vis. Comm. GRD graduates in Production II will complete the Magazine Ad with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

this objective. The resulting actions will be documented in the annual assessment report.

<p>The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.</p>	<p>80% of all Vis. Comm. GRD graduates in Capstone will complete a Promotional Brochure with 74% accuracy.</p>	<p>Summative assessment is scheduled during the Capstone class in the final semester.</p>	<p>Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.</p>
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#### Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/17/2006 -- GRD</b> Formative Objective #12 Presentation <b>DESCRIPTION:</b> For 2004 cohort no GRD students were reported as participating in this assessment. Using the data collected from SCT, we have found that 1 out of 1 or 100% of GRD 2003 Freshmen program majors taking the assessments in Production II (GRD 1333) were reported as</p>			No

having achieved the recommended level of performance. Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/17/2006 -- GRD**  
Summative Objective  
#12 Presentation  
**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone until 2005. Data is collected using SCT.

No

For 2003 and 2004 cohort no GRD students would have participated in this summative assessment.

Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective:	<b>Objective 12 - MMT</b> - Demonstrate programming skills in authoring interactive programs. <a href="#">[Hide Objective Detail]</a>
Programs:	Multimedia
Start Date:	09/01/2004
End Date:	05/06/2005
Status:	Open
Assessment	The faculty and staff of the Multimedia program in the Visual

Evaluation: Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. MMT graduates in Authoring II will complete the Final Project with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will	80% of all Vis. Comm. MMT graduates in Capstone will complete the Final Portfolio CD with 74% accuracy.	Summative assessment is scheduled during the Capstone class in the final semester.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

be documented in the annual assessment report.

Findings			
Finding	Action Taken	Follow-Up	Resolved
<p><b>04/18/2006</b> -- MMT Formative Objective #12</p> <p><b>DESCRIPTION:</b> For the 2004 and 2003 cohort no MMT students were reported as participating in MMT Authoring II (MMT 2513) assessment.</p> <p>Our assessment plan began in 2003 and training is and was ongoing.</p> <p>Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.</p> <p><b>TYPE:</b> Problem / Limitation</p> <p><b>NOTES:</b> To assist faculty in recalling the assessment measures that are to be entered in</p>			No

the SCT system a  
reminder is provided  
just prior to data entry.

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**04/18/2006** -- MMT  
Summative Objective  
#12

No

**DESCRIPTION:** Our  
assessment plan began  
in 2003 and students  
entering in the fall  
semester will not be  
enrolled in Capstone  
(MMT 2716) until 2005.  
Data is collected using  
SCT. For 2003 and 2004  
cohort no MMT  
students would have  
participated in this  
summative assessment.

Faculty have expressed  
a concern relating to the  
high number of  
objectives they first  
established of the MMT  
assessment plan. They  
have determined that to  
manage assessment  
effectively the number  
of objectives must be  
reduced. They are  
currently working on the  
consolidation and  
deletion of objectives  
while focusing on  
maintaining key  
objectives.

**TYPE:** Distinction /  
Strength

**NOTES:** To assist  
faculty in recalling the  
assessment measures  
that are to be entered in  
the SCT system a

reminder is provided  
just prior to data entry.

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Objective: **Objective 12 - PHO** - Develop a working vocabulary of photographic industry specific nomenclature. [\[Hide Objective Detail\]](#)

Programs: Photography

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Photography program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. PHO graduates in Studio I will complete the final written exam with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff	80% of all Vis.	Summative	Data gathered will be

<p>of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.</p>	<p>Comm. PHO graduates in Capstone will complete the camera techniques portion of the faculty Graduate Award grading sheet with 74% accuracy.</p>	<p>assessment is scheduled during the Capstone class in the final semester.</p>	<p>used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.</p>
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Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/21/2006 -- PHO</b> Formative Objective #12 <b>DESCRIPTION:</b> Reviewing the data collected from SCT, we have found that no data was recorded for PHO 2004 Freshmen program majors taking the assessments in Studio I (PHO 1313). Using the data collected from SCT, we have found that 1 out of 1 or 100% of PHO 2003 Freshmen program majors taking the assessments were reported as not having achieved the recommended level of performance.</p>			<p>No</p>

Our assessment plan began in 2003 and training is and was ongoing.

**TYPE:** Problem / Limitation

**NOTES:** Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

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**04/21/2006 -- PHO**  
Summative Objective  
#12

No

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone (PHO 2696) until 2005. Data is collected using SCT. For 2003 and 2004 cohort no PHO students would have participated in this summative assessment.

**TYPE:** Distinction / Strength

**NOTES:** Faculty have expressed a concern

relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

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Objective: **Objective 13 - GRD Career Exploration** - Appraise, compare and evaluate career opportunities. [\[Hide Objective Detail\]](#)

Programs: Graphic Design

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Graphic Design program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has	80% of all Vis. Comm. GRD graduates in Cornerstone will complete the career research/evaluation project, with 74%	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up

been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

accuracy.

findings will be documented on TraDat's findings form.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

### Findings

Finding	Action Taken	Follow-Up	Resolved
<b>04/17/2006 -- GRD</b> Formative Objective #13 Career Exploration <b>DESCRIPTION:</b> Using the data collected from SCT, we have found that 14 out of 25 or 56% of GRD 2004 Freshmen			No

program majors taking the assessments in Cornerstone (GTGE 1111) were reported as having achieved the recommended level of performance. For 2003 cohort GRD students we have found that 40 out of 43 or 93% of GRD Freshmen were recorded as having achieved an "N". Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

Summative Objective  
#13 Career Exploration

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone until 2005. Data is collected using SCT. For 2003 and 2004 cohort no GRD students would have participated in this summative assessment.

Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective: **Objective 13 - MMT** - Appraise, compare and evaluate career opportunities. [\[Hide Objective Detail\]](#)

Programs: Multimedia

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Multimedia program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. MMT graduates in Cornerstone will complete Career Research and Evaluation project with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any	80% of all Vis. Comm. MMT graduates in Capstone will complete Career Planning and Interviewing with 74% accuracy.	Summative assessment is scheduled during the Capstone class in the final semester.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on

adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

TraDat's findings form.

### Findings

Finding	Action Taken	Follow-Up	Resolved
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**04/18/2006** -- MMT Formative Objective #13

No

**DESCRIPTION:** Using the data collected from SCT, we have found that 7 out of 8 or 87.5% of MMT 2004 Freshmen program majors taking the assessments in Cornerstone (GTGE 1111) were reported as having achieved the recommended level of performance. For 2003 cohort MMT students we have found that no assessment was recorded.

Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They

have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/18/2006 -- MMT**  
Summative Objective  
#13

No

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone (MMT 2716) until 2005. Data is collected using SCT. For 2003 and 2004 cohort no MMT students would have participated in this summative assessment.

Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to

manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective: **Objective 13 - PHO** - Identify, operate and maintain small, medium and large format camera systems, including analyzing and rectifying operational problems with camera systems. [\[Hide Objective Detail\]](#)

Programs: Photography

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Photography program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications	80% of all Vis. Comm. PHO graduates in Studio I	Formative assessment is scheduled for review	Data gathered will be used to make inferences about the

<p>Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.</p>	<p>will accomplish six out of eight assignments with 74% accuracy.</p>	<p>prior to the students enrollment in an internship course.</p>	<p>program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.</p>
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<p>The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.</p>	<p>80% of all Vis. Comm. PHO graduates in Capstone will complete the class with 74% accuracy.</p>	<p>Summative assessment is scheduled during the Capstone class in the final semester.</p>	<p>Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.</p>
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Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/21/2006</b> -- PHO Formative Objective #13 <b>DESCRIPTION:</b></p>			No

Reviewing the data collected from SCT, we have found that no data was recorded for PHO 2004 Freshmen program majors taking the assessments in Studio I (PHO 1313). Using the data collected from SCT, we have found that 1 out of 1 or 100% of PHO 2003 Freshmen program majors taking the assessments were reported as not having achieved the recommended level of performance.

Our assessment plan began in 2003 and training is and was ongoing.

**TYPE:** Problem / Limitation

**NOTES:** Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

Summative Objective  
#13

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone (PHO 2696) until 2005. Data is collected using SCT. For 2003 and 2004 cohort no PHO students would have participated in this summative assessment.

**TYPE:** Distinction / Strength

**NOTES:** Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

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Objective:        **Objective 14 - GRD** - Generate projects at a professional level with attention to fine detail. [\[Hide Objective Detail\]](#)

Programs:        Graphic Design

Start Date:       09/01/2004

End Date: 05/06/2005  
 Status: Open  
 Assessment Evaluation: The faculty and staff of the Graphic Design program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. GRD graduates in Production I will complete the Time Sheet with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering	80% of all Vis. Comm. GRD graduates in Capstone will complete a Promotional Brochure with 74% accuracy.	Summative assessment is scheduled during the Capstone class in the final semester.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

processes related to this objective. The resulting actions will be documented in the annual assessment report.

### Findings

Finding	Action Taken	Follow-Up	Resolved
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<p><b>04/17/2006</b> -- GRD Formative Objective #14 Attention to Detail <b>DESCRIPTION:</b> Using the data collected from SCT, we have found that 14 out of 21 or 66% of GRD 2004 Freshmen program majors taking the assessments in Production II (VIS 1122) were reported as not having achieved the recommended level of performance. For 2003 cohort GRD students we have found that 27 out of 37 or 72.9% of GRD Freshmen were recorded as having achieved a "P". Our assessment plan began in 2003 and training is and was ongoing.</p>			No
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Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are

currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem / Limitation

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/17/2006** -- GRD

No

Summative Objective #14 Attention to Detail

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone until 2005. Data is collected using SCT. For 2003 and 2004 cohort no GRD students would have participated in this summative assessment.

Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the

consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective: **Objective 14 - MMT** - Generate projects at a professional level with attention to fine detail. [\[Hide Objective Detail\]](#)

Programs: Multimedia

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Multimedia program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any	80% of all Vis. Comm. MMT graduates in Multimedia for Internet will complete the Internet Final Project with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on

adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

TraDat's findings form.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

#### Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/18/2006</b> -- MMT Formative Objective #14</p> <p><b>DESCRIPTION:</b> For the 2004 and 2003 cohort no MMT students were reported as participating in Multimedia for the Internet (MMT 2413)</p>			No

assessment.

Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem / Limitation

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/18/2006** -- MMT Summative Objective #14

No

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone (MMT 2716) until 2005. Data is collected using

SCT. For 2003 and 2004 cohort no MMT students would have participated in this summative assessment.

Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective: **Objective 14 - PHO** - 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. [\[Hide Objective Detail\]](#)

Programs: Photography

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Photography program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. PHO graduates in Photographic Design (PHO 2523) will pass the course with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to	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.	Summative assessment is scheduled during the Capstone class in the final semester.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

this objective. The resulting actions will be documented in the annual assessment report.

### Findings

Finding	Action Taken	Follow-Up	Resolved
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**04/21/2006 -- PHO**  
Formative Objective  
#14

No

**DESCRIPTION:**  
Reviewing the data collected from SCT, we have found that no data was recorded for PHO 2004 Freshmen program majors taking the assessments in Photographic Design (PHO 2523). For 2003 cohort no PHO students were reported as participating in this assessment.

Our assessment plan began in 2003 and training is and was ongoing.

**TYPE:** Problem /  
Limitation

**NOTES:** Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the

consolidation and deletion of objectives while focusing on maintaining key objectives.

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**04/21/2006** -- PHO

No

Summative Objective  
#14

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone (PHO 2696) until 2005. Data is collected using SCT. For 2003 and 2004 cohort no PHO students would have participated in this summative assessment.

**TYPE:** Distinction / Strength

**NOTES:** Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

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Objective: **Objective 15 - GRD** - Combine the principles of proportion and perspective to produce realistic visual representations of objects using contour and shade. [\[Hide Objective Detail\]](#)

Programs: Graphic Design

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Graphic Design program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. GRD graduates in Basic Drawing will complete the final exam, with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review	80% of all Vis. Comm. GRD graduates in Capstone will complete a portfolio containing examples	Summative assessment is scheduled during the Capstone class in the final semester.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions

the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

of thumbnails, drawings, and illustrations that demonstrate their abilities with 74% accuracy.

taken, and follow-up findings will be documented on TraDat's findings form.

### Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/17/2006 -- GRD Formative Objective #15 Proportion and Perspective</b>  <b>DESCRIPTION:</b> Using the data collected from SCT, we have found that 15 out of 24 or 62% of GRD 2004 Freshmen program majors taking the assessments in Basic Drawing (GRD 1133) were reported as having achieved the recommended level of performance. For 2003 cohort GRD students we have found that 10 out of 16 or 62.5% of GRD Freshmen were recorded as having achieved a "P". Our assessment plan began in 2003 and training is and was ongoing.</p>			No

Faculty have expressed a concern relating to the

high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recording the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/17/2006** -- GRD Summative Objective #15 Proportion and Perspective

No

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone until 2005. Data is collected using SCT. For 2003 and 2004 cohort no GRD students would have participated in this summative assessment.

Faculty have expressed a concern relating to the

high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective: **Objective 15 - MMT** - Identify and utilize design principles to create design solutions that meet the criteria and needs of the client/project.  
[\[Hide Objective Detail\]](#)

Programs: Multimedia

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Multimedia program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. MMT graduates in Interface Design will complete the Final Project with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. MMT graduates in Capstone will complete Portfolio Interactive Interface Design with 74% accuracy.	Summative assessment is scheduled during the Capstone class in the final semester.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

### Findings

Finding	Action Taken	Follow-Up	Resolved
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**04/18/2006 -- MMT**  
Formative Objective  
#15

No

**DESCRIPTION:** For the 2004 and 2003 cohort no MMT students were reported as participating in Interface Design (MMT 2403) assessment.

Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem /  
Limitation

**NOTES:** To assist faculty in recording the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/18/2006 -- MMT**  
Summative Objective

No

#15

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone (MMT 2716) until 2005. Data is collected using SCT. For 2003 and 2004 cohort no MMT students would have participated in this summative assessment.

Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recording the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective: **Objective 15 - PHO** - Work effectively as part of a team. [\[Hide Objective Detail\]](#)

Programs: Photography

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Photography program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. PHO graduates in Studio II will accomplish the Graphic Design product assignment with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any	80% of all Vis. Comm. PHO graduates in Photography Internship will complete Internship with 74% accuracy.	Summative assessment is scheduled during the Capstone class in the final semester.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on

adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

TraDat's findings form.

Findings

Finding	Action Taken	Follow-Up	Resolved
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**04/21/2006** -- PHO Formative Objective #15

No

**DESCRIPTION:**  
 Reviewing the data collected from SCT, we have found that no data was recorded for PHO 2004 Freshmen program majors taking the assessments in Studio II (PHO 2413). For 2003 cohort no PHO students were reported as participating in this assessment.

Our assessment plan began in 2003 and training is and was ongoing.

**TYPE:** Problem / Limitation

**NOTES:** Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to

manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

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**04/21/2006 -- PHO**  
Summative Objective  
#15

No

**DESCRIPTION:**

Reviewing the data collected from SCT, we have found that no data was recorded for PHO 2004 Freshmen program majors taking the assessments in Photography Internship (PHO 2803). For 2003 cohort no PHO students were reported as participating in this assessment.

Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are

currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective: **Objective 16 - GRD** - Analyze historical art styles/periods and demonstrate their influences on graphic and advertising design. [\[Hide Objective Detail\]](#)

Programs: Graphic Design

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Graphic Design program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has	80% of all Vis. Comm. GRD graduates in Art History will identify and submit an example of advertising using	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up

been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

imagery or concepts from a historical period with 74% accuracy.

findings will be documented on TraDat's findings form.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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.

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

### Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/17/2006 -- GRD</b>            Formative Objective #16 Art History  <b>DESCRIPTION:</b> Using the data collected from SCT, we have found that no assessment has been recorded of GRD</p>			No

2004 Freshmen program majors taking the assessments in Art History (GRD 1353). For 2003 cohort GRD students we have found that no assessment has been recorded.

Curriculum changes effective fall 2005 called for the deletion of this course with Survey of Western Design (GRD 1373) created as our one art history required course.

**TYPE:** Problem / Limitation

**NOTES:** To assist faculty in recording the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/17/2006 -- GRD**  
Summative Objective  
#16 Art History

No

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone until 2005. Data is collected using SCT. For 2003 and 2004 cohort no GRD students would have participated in this summative assessment.

Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective:	<b>Objective 16 - MMT</b> - Develop a working vocabulary of industry specific terms. <a href="#">[Hide Objective Detail]</a>
Programs:	Multimedia
Start Date:	09/01/2004
End Date:	05/06/2005
Status:	Open
Assessment Evaluation:	The faculty and staff of the Multimedia program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. MMT graduates in Intro to Multimedia/Internet will complete Terminology Unit with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. MMT graduates in Capstone will articulate a verbal presentation of their Portfolio with 74% accuracy.	Summative assessment is scheduled during the Capstone class in the final semester.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

### Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/18/2006</b> -- MMT Formative Objective #16</p> <p><b>DESCRIPTION:</b> Using the data collected from SCT, we have found that 7 out of 7 or 100% of MMT 2004 Freshmen program majors taking the assessments in Intro. to Multimedia/Internet (MMT 1213) were reported as having an "N". For 2003 cohort MMT students we have found that no assessment was recorded.</p> <p>Our assessment plan began in 2003 and training is and was ongoing.</p> <p>Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.</p> <p><b>TYPE:</b> Problem / Limitation</p> <p><b>NOTES:</b> To assist</p>			No

faculty in recording the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/18/2006** -- MMT  
Summative Objective  
#16

No

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone (MMT 2716) until 2005. Data is collected using SCT. For 2003 and 2004 cohort no MMT students would have participated in this summative assessment.

Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recording the

assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective: **Objective 16 - PHO** - Demonstrate the ability to calculate proper exposure using reflective and incident light meters while analyzing challenging lighting and subject conditions. [\[Hide Objective Detail\]](#)

Programs: Photography

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Photography program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will	80% of all Vis. Comm. PHO graduates in Advanced Black and White Photography (PHO 1323) will accomplish all assignments with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

be documented in the annual assessment report.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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

Formative assessment is scheduled for review prior to the students enrollment in an internship course.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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.

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

## Findings

Finding	Action Taken	Follow-Up	Resolved
<p data-bbox="243 262 568 367"><b>04/21/2006</b> -- PHO Formative Objective #16</p> <p data-bbox="243 367 568 913"><b>DESCRIPTION:</b> Reviewing the data collected from SCT, we have found that no data was recorded for PHO 2004 Freshmen program majors taking the assessments in Advanced Black and White Photography (PHO 1323). For 2003 cohort no PHO students were reported as participating in this assessment.</p> <p data-bbox="243 955 568 1102">Our assessment plan began in 2003 and training is and was ongoing.</p> <p data-bbox="243 1102 568 1165"><b>TYPE:</b> Problem / Limitation</p> <p data-bbox="243 1165 568 1837"><b>NOTES:</b> Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.</p>			No

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**04/21/2006 -- PHO**  
Summative Objective  
#16

No

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone (PHO 2696) until 2005. Data is collected using SCT. For 2003 and 2004 cohort no PHO students would have participated in this summative assessment.

Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/21/2006 -- PHO**

No

Formative #2 Objective  
#16

**DESCRIPTION:**

Reviewing the data collected from SCT, we have found that no data was recorded for PHO 2004 Freshmen program majors taking the assessments in Studio I (PHO 1313). Using the data collected from SCT, we have found that 1 out of 1 or 100% of PHO 2003 Freshmen program majors taking the assessments were reported as not having achieved the recommended level of performance.

Our assessment plan began in 2003 and training is and was ongoing.

**TYPE:** Problem /  
Limitation

**NOTES:** Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key

objectives.

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Objective: **Objective 17 - GRD Teamwork** - Work effectively as part of a team.  
[\[Hide Objective Detail\]](#)

Programs: Graphic Design

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Graphic Design program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	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.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual	80% of all Vis. Comm. GRD	Summative assessment is	Data gathered will be used to make

<p>Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.</p>	<p>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.</p>	<p>scheduled during the Capstone class in the final semester.</p>	<p>inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.</p>
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Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/17/2006 -- GRD</b> Formative Objective #17 Teamwork <b>DESCRIPTION:</b> For the 2004 and 2003 cohort no GRD students were reported as participating in this assessment. Our assessment plan began in 2003 and training is and was ongoing.</p> <p>Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be</p>			<p>No</p>

reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem / Limitation

**NOTES:** To assist faculty in recording the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/17/2006 -- GRD**

No

Summative Objective  
#17 Teamwork

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone until 2005. Data is collected using SCT. For 2003 and 2004 cohort no GRD students would have participated in this summative assessment.

Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are

currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective: **Objective 17 - MMT** - Work effectively as part of a team. [\[Hide Objective Detail\]](#)

Programs: Multimedia

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Multimedia program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to	80% of all Vis. Comm. MMT graduates in Multimedia Studio will complete the Group Project with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be

determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

documented on TraDat's findings form.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

#### Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/18/2006</b> -- MMT Formative Objective #17  <b>DESCRIPTION:</b> For the 2004 and 2003 cohort no MMT students were reported as participating in Multimedia Studio I</p>			No

(MMT 2503)  
assessment. Our  
assessment plan began  
in 2003 and training is  
and was ongoing.

Curriculum changes  
have been instituted in  
the MMT program and  
Multimedia will be  
deleted in the fall 2006  
from the required Plan  
of Study for MMT.

Faculty have expressed  
a concern relating to the  
high number of  
objectives they first  
established of the MMT  
assessment plan. They  
have determined that to  
manage assessment  
effectively the number  
of objectives must be  
reduced. They are  
currently working on the  
consolidation and  
deletion of objectives  
while focusing on  
maintaining key  
objectives.

**TYPE:** Problem /  
Limitation

**NOTES:** To assist  
faculty in recording the  
assessment measures  
that are to be entered in  
the SCT system a  
reminder is provided  
just prior to data entry.

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**04/18/2006 -- MMT**  
Summative Objective  
#17  
**DESCRIPTION:** For

No

the 2004 and 2003 cohort no MMT students were reported as participating in Multimedia Internship (MMT 2806).

Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem / Limitation

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective:        **Objective 17 - PHO** - Apply interpersonal and leadership skills that value diversity among people and promote the achievement of

personal and industry goals. [\[Hide Objective Detail\]](#)

Programs: Photography

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Photography program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. PHO graduates in Cornerstone will complete the career research project, with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to	80% of all Vis. Comm. PHO graduates in Photography Internship will complete Internship with 74% accuracy.	Summative assessment is scheduled during the Capstone class in the final semester.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings

be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

form.

### Findings

Finding	Action Taken	Follow-Up	Resolved
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<p><b>04/21/2006 -- PHO Formative Objective #17</b>  <b>DESCRIPTION:</b> Using the data collected from SCT, we have found that 10 out of 13 or 77% of PHO 2004 Freshmen program majors taking the assessments in Cornerstone (GTGE 1111) were reported as having achieved the recommended level of performance. For 2003 cohort PHO students we have found that no data of PHO Freshmen were recorded. Our assessment plan began in 2003 and training is and was ongoing.</p>			No
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Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number

of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/21/2006 -- PHO**  
Summative Objective  
#17

No

**DESCRIPTION:**

Reviewing the data collected from SCT, we have found that no data was recorded for PHO 2004 Freshmen program majors taking the assessments in Photography Internship (PHO 2803). For 2003 cohort no PHO students were reported as participating in this assessment.

Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first

established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem / Limitation

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective: **Objective 18 - GRD** - Identify and utilize design principles to create design solutions that meet the criteria and needs of the client/project. [\[Hide Objective Detail\]](#)

Programs: Graphic Design

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Graphic Design program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
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<p>The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.</p>	<p>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.</p>	<p>Formative assessment is scheduled for review prior to the students enrollment in an internship course.</p>	<p>Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.</p>
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<p>The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.</p>	<p>80% of all Vis. Comm. GRD graduates in Capstone will complete a portfolio containing logos and small unit designs with 74% accuracy.</p>	<p>Summative assessment is scheduled during the Capstone class in the final semester.</p>	<p>Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.</p>
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Findings

Finding	Action Taken	Follow-Up	Resolved
<b>04/17/2006 -- GRD</b>			No

Formative Objective  
#18 Principles/Solutions  
**DESCRIPTION:** Using the data collected from SCT, we have found that 8 out of 15 or 53% of GRD 2004 Freshmen program majors taking the assessments in Basic Design (GRD 1143) were reported as having achieved the recommended level of performance. For 2003 cohort GRD students we have found that 21 out of 32 or 65% of GRD Freshmen were recorded as having achieved a "P". Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem /  
Limitation

**NOTES:** To assist faculty in recording the

assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/17/2006** -- GRD

No

Summative Objective  
#18 Principles/Solutions

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone until 2005. Data is collected using SCT. For 2003 and 2004 cohort no GRD students would have participated in this summative assessment.

Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem /  
Limitation

**NOTES:** To assist faculty in recalling the assessment measures

that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective: **Objective 18 - MMT** - Identify uses and modes for delivery of multimedia content. [\[Hide Objective Detail\]](#)

Programs: Multimedia

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Multimedia program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment	80% of all Vis. Comm. MMT graduates in Intro to Multimedia / Internet will complete a PowerPoint presentation with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

report.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

#### Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/18/2006</b> -- MMT Formative Objective #18</p> <p><b>DESCRIPTION:</b> Using the data collected from SCT, we have found that 7 out of 7 or 100% of MMT 2004 Freshmen program majors taking the assessments in Intro. to Multimedia/Internet (MMT 1213) were reported as having an "N". For 2003 cohort MMT students we have found that no assessment was recorded.</p>			No

Our assessment plan

began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/18/2006 -- MMT**  
Summative Objective  
#18

No

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone (MMT 2716) until 2005. Data is collected using SCT. For 2003 and 2004 cohort no MMT students would have

participated in this summative assessment.

Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective: **Objective 18 - PHO** - Analyze, select and employ appropriate film and chemistry to produce processed photographic film according to professional standards. [\[Hide Objective Detail\]](#)

Programs: Photography

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Photography program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any

adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. PHO graduates in Advanced Black and White Photography (PHO 1323) will accomplish all assignments with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. PHO graduates in Studio I (PHO 1313) will accomplish all assignments with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

<p>The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.</p>	<p>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.</p>	<p>Summative assessment is scheduled during the Capstone class in the final semester.</p>	<p>Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.</p>
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#### Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/21/2006 -- PHO</b> Formative Objective #18 <b>DESCRIPTION:</b> Reviewing the data collected from SCT, we have found that no data was recorded for PHO 2004 Freshmen program majors taking the assessments in Advanced Black and White Photography (PHO 1323). For 2003 cohort no PHO students were reported as participating in this assessment. Our assessment plan began in 2003 and training is and was ongoing.</p>			<p>No</p>

Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem / Limitation

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/21/2006 -- PHO**  
Formative #2 Objective #18

No

**DESCRIPTION:**  
Reviewing the data collected from SCT, we have found that no data was recorded for PHO 2004 Freshmen program majors taking the assessments in Studio I (PHO 1313). For 2003 cohort no PHO students were reported as participating in this assessment.

Our assessment plan

began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem / Limitation

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

---

**04/21/2006 -- PHO**  
Summative Objective  
#18

No

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone (PHO 2696) until 2005. Data is collected using SCT. For 2003 and 2004 cohort no PHO students would have participated

in this summative assessment.

Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective: **Objective 19 - GRD** - Apply interpersonal and leadership skills that value diversity among people and promote the achievement of personal industry goals. [\[Hide Objective Detail\]](#)

Programs: Graphic Design

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Graphic Design program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any

adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. GRD graduates in Cornerstone will complete the career research/evaluation project, with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment	80% of all Vis. Comm. GRD graduates in Capstone will complete goals and career research, weekly, with 74% accuracy.	Summative assessment is scheduled during the Capstone class in the final semester.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

report.

### Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/17/2006 -- GRD</b> Formative Objective #19 PLeadership/Goals <b>DESCRIPTION:</b> Using the data collected from SCT, we have found that 14 out of 25 or 56% of GRD 2004 Freshmen program majors taking the assessments in Cornerstone (GTGE 1111) were reported as having achieved the recommended level of performance. For 2003 cohort GRD students we have found that 40 out of 43 or 93% of GRD Freshmen were recorded as having achieved an "N". Our assessment plan began in 2003 and training is and was ongoing.</p> <p>Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key</p>			No

objectives.

**TYPE:** Problem /  
Limitation

**NOTES:** To assist  
faculty in recording the  
assessment measures  
that are to be entered in  
the SCT system a  
reminder is provided  
just prior to data entry.

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**04/17/2006 -- GRD**

No

Summative Objective  
#19 PLeadership/Goals

**DESCRIPTION:** Our  
assessment plan began  
in 2003 and students  
entering in the fall  
semester will not be  
enrolled in Capstone  
until 2005. Data is  
collected using SCT.  
For 2003 and 2004  
cohort no GRD students  
would have participated  
in this summative  
assessment.

Faculty have expressed  
a concern relating to the  
high number of  
objectives they first  
established of the GRD  
assessment plan. They  
have determined that to  
manage assessment  
effectively the number  
of objectives must be  
reduced. They are  
currently working on the  
consolidation and  
deletion of objectives  
while focusing on  
maintaining key  
objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**Objective:** **Objective 19 - MMT** - Apply interpersonal and leadership skills that value diversity among people and promote the achievement of personal industry goals. [\[Hide Objective Detail\]](#)

**Programs:** Multimedia

**Start Date:** 09/01/2004

**End Date:** 05/06/2005

**Status:** Open

**Assessment Evaluation:** The faculty and staff of the Multimedia program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods	80% of all Vis. Comm. MMT graduates in Cornerstone will complete the career research project, with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

#### Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/18/2006</b> -- MMT Formative Objective #19</p> <p><b>DESCRIPTION:</b> Using the data collected from SCT, we have found that 7 out of 8 or 87.5% of MMT 2004 Freshmen program majors taking the assessments in Cornerstone (GTGE 1111) were reported as having achieved the recommended level of</p>			No

performance. For 2003 cohort MMT students we have found that no assessment was recorded.

Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/18/2006 -- MMT**  
Summative Objective  
#19

No

**DESCRIPTION:** For the 2004 and 2003 cohort no MMT students were reported

as participating in  
Multimedia Internship  
(MMT 2806).

Our assessment plan  
began in 2003 and  
training is and was  
ongoing.

Faculty have expressed  
a concern relating to the  
high number of  
objectives they first  
established of the MMT  
assessment plan. They  
have determined that to  
manage assessment  
effectively the number  
of objectives must be  
reduced. They are  
currently working on the  
consolidation and  
deletion of objectives  
while focusing on  
maintaining key  
objectives.

**TYPE:** Problem /  
Limitation

**NOTES:** To assist  
faculty in recalling the  
assessment measures  
that are to be entered in  
the SCT system a  
reminder is provided  
just prior to data entry.

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Objective:           **Objective 19 - PHO** - Follow safety policies and procedures as  
defined by industry. [\[Hide Objective Detail\]](#)

Programs:           Photography

Start Date:           09/01/2004

End Date: 05/06/2005  
 Status: Open  
 Assessment Evaluation: The faculty and staff of the Photography program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. PHO graduates in Advanced Black and White Photography (PHO 1323) will complete the final project with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering	80% of all Vis. Comm. PHO graduates in Capstone will complete all areas of the faculty Graduate Award grading sheet with 74% accuracy.	Summative assessment is scheduled during the Capstone class in the final semester.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

processes related to this objective. The resulting actions will be documented in the annual assessment report.

Findings

Finding	Action Taken	Follow-Up	Resolved
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<p><b>04/21/2006</b> -- PHO Formative Objective #19</p>			No
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**DESCRIPTION:**  
 Reviewing the data collected from SCT, we have found that no data was recorded for PHO 2004 Freshmen program majors taking the assessments in Advanced Black and White Photography (PHO 1323). For 2003 cohort no PHO students were reported as participating in this assessment.

Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the

consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem / Limitation

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/21/2006 -- PHO**  
Summative Objective  
#19

No

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone (PHO 2696) until 2005. Data is collected using SCT. For 2003 and 2004 cohort no PHO students would have participated in this summative assessment.

Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and

deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective: **Objective 20 - GRD** - Exemplify the ability to conceptualize, organize, plan and execute design projects, individually or as a team member, meeting specified deadlines. [\[Hide Objective Detail\]](#)

Programs: Graphic Design

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Graphic Design program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any	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	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on

adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

to presentation quality with 74% accuracy.

TraDat's findings form.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

### Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/17/2006</b> -- GRD Formative Objective #20 Creative Teaming  <b>DESCRIPTION:</b> For the 2004 and 2003 cohort no GRD students were reported as participating in Ad Design I (GRD 1213) assessment. Our</p>			No

assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem / Limitation

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/17/2006** -- GRD Summative Objective #20 Creative Teaming  
**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone until 2005. Data is collected using SCT. For 2003 and 2004 cohort no GRD students

No

would have participated in this summative assessment.

Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective:	<b>Objective 20 - MMT</b> - Solve visual problems and organize thoughts utilizing thumbnail, storyboard and flowchart techniques. <a href="#">[Hide Objective Detail]</a>
Programs:	Multimedia
Start Date:	09/01/2004
End Date:	05/06/2005
Status:	Open
Assessment Evaluation:	The faculty and staff of the Multimedia program in the Visual Communications Division will meet each year, beginning in 2005, to

review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all Vis. Comm. MMT graduates in Intro to Multimedia/Internet will complete a Personal Web Site Navigation Map with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the	80% of all Vis. Comm. MMT graduates in MMT Capstone will complete Portfolio Site Documentation with 74% accuracy.	Summative assessment is scheduled during the Capstone class in the final semester.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

annual assessment report.

### Findings

Finding	Action Taken	Follow-Up	Resolved
<b>04/18/2006</b> -- MMT Formative Objective #20			No

**DESCRIPTION:** Using the data collected from SCT, we have found that 7 out of 7 or 100% of MMT 2004 Freshmen program majors taking the assessments in Intro. to Multimedia/Internet (MMT 1213) were reported as having an "N". For 2003 cohort MMT students we have found that no assessment was recorded.

Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key

objectives.

**TYPE:** Problem /  
Limitation

**NOTES:** To assist  
faculty in recalling the  
assessment measures  
that are to be entered in  
the SCT system a  
reminder is provided  
just prior to data entry.

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**04/18/2006 -- MMT**  
Summative Objective  
#20

No

**DESCRIPTION:** Our  
assessment plan began  
in 2003 and students  
entering in the fall  
semester will not be  
enrolled in Capstone  
(MMT 2716) until 2005.  
Data is collected using  
SCT. For 2003 and 2004  
cohort no MMT  
students would have  
participated in this  
summative assessment.

Faculty have expressed  
a concern relating to the  
high number of  
objectives they first  
established of the MMT  
assessment plan. They  
have determined that to  
manage assessment  
effectively the number  
of objectives must be  
reduced. They are  
currently working on the  
consolidation and  
deletion of objectives  
while focusing on  
maintaining key  
objectives.

**TYPE:** Distinction / Strength

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective: **Objective 6 - GRD Marketing/Promotional Campaigns** - Produce promotional media/campaigns using analysis and research based on psychographic and demographic information. [\[Hide Objective Detail\]](#)

Programs: Graphic Design

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Graphic Design program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods	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.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

#### Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/13/2006</b> -- GRD Formative Objective #6 Campaigns/Presentations  <b>DESCRIPTION:</b> Using the data collected from SCT, we have found that 1 out of 1 or 100% of GRD 2004 Freshmen program majors taking the assessments in Adveriting Design II (GRD 2413) were reported as having achieved the</p>			No

recommended level of performance. For 2003 cohort no GRD students were reported as participating in this assessment. Our assessment plan began in 2003 and training is and was ongoing.

**TYPE:** Distinction / Strength

**NOTES:** Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

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**04/13/2006** -- Objective 6 - GRD Summative Campaigns/Presentations  
**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone until 2005. Data is collected using SCT. For 2003 and 2004 cohort no GRD students would have participated in this summative assessment.

No

**TYPE:** Distinction / Strength

**NOTES:** Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

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Objective: **Objective 6 - MMT** - Exemplify the ability to conceptualize, organize, plan and execute interactive projects, individually or as a team member, meeting specified deadlines. [\[Hide Objective Detail\]](#)

Programs: Multimedia

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Multimedia program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual	80% of all Vis. Comm. MMT	Formative assessment is	Data gathered will be used to make

<p>Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.</p>	<p>graduates in Authoring I (MMT 1303) will complete the Final Project with 74% accuracy.</p>	<p>scheduled for review prior to the students enrollment in an internship course.</p>	<p>inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.</p>
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<p>The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.</p>	<p>80% of all Vis. Comm. MMT graduates in Multimedia Studio (MMT 2503) will complete the Final Project with 74% accuracy.</p>	<p>Summative assessment is scheduled during the Capstone class in the final semester.</p>	<p>Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.</p>
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Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/18/2006 -- MMT</b> Formative Objective #6 <b>DESCRIPTION:</b></p>			No

Reviewing the data collected from SCT, we have found that no data was recorded for MMT 2004 Freshmen program majors taking the assessments in Authoring I (MMT 1303). For 2003 cohort no MMT students were reported as participating in this assessment. Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem /  
Limitation

**NOTES:** To assist faculty in recording the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

#6

**DESCRIPTION:** For the 2004 and 2003 cohort no MMT students were reported as participating in Multimedia Studio I (MMT 2503) assessment. Our assessment plan began in 2003 and training is and was ongoing.

Curriculum changes have been instituted in the MMT program and Multimedia will be deleted in the fall 2006 from the required Plan of Study for MMT.

Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Distinction / Strength

**NOTES:** The MMT faculty will reassess this objective and determine how best to direct the achievement of student

learning addressed in this objective.

To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**Objective:** **Objective 6 - PHO** - Analyze, select and employ appropriate papers and chemistry to produce photographic prints of professional reproduction grade quality. [\[Hide Objective Detail\]](#)

**Programs:** Photography

**Start Date:** 09/01/2004

**End Date:** 05/06/2005

**Status:** Open

**Assessment Evaluation:** The faculty and staff of the Photography program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the	80% of all Vis. Comm. PHO graduates in Advanced Black and White Photography will accomplish all assignments with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will

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

Formative assessment is scheduled for review prior to the students enrollment in an internship course.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

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

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

be documented in the annual assessment report.

### Findings

Finding	Action Taken	Follow-Up	Resolved
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<b>04/20/2006 -- PHO</b> Formative Objective #6			No
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**DESCRIPTION:**

Reviewing the data collected from SCT, we have found that no data was recorded for PHO 2004 Freshmen program majors taking the assessments in Advanced Black and White Photography (PHO 1323). For 2003 cohort no PHO students were reported as participating in this assessment. Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem /

Limitation

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/20/2006** -- PHO  
Formative #2 Objective  
#6

No

**DESCRIPTION:**

Reviewing the data collected from SCT, we have found that no data was recorded for PHO 2004 Freshmen program majors taking the assessments in Studio I (PHO 1313). For 2003 cohort no PHO students were reported as participating in this assessment.

Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives

while focusing on maintaining key objectives.

**TYPE:** Problem / Limitation

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/20/2006** -- PHO Summative Objective #6

No

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone (PHO 2696) until 2005. Data is collected using SCT. For 2003 and 2004 cohort no PHO students would have participated in this summative assessment.

**TYPE:** Distinction / Strength

**NOTES:** Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and

deletion of objectives while focusing on maintaining key objectives.

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**Objective:** **Objective 7 - GRD Industry Terminology** - Develop a working vocabulary of industry specific terms. [\[Hide Objective Detail\]](#)

**Programs:** Graphic Design

**Start Date:** 09/01/2004

**End Date:** 05/06/2005

**Status:** Open

**Assessment Evaluation:** The faculty and staff of the Graphic Design program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment	80% of all GRD graduates in Introduction of Typography will complete a test over typographic terms and nomenclature with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

report.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

80% of all 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.

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

#### Findings

Finding	Action Taken	Follow-Up	Resolved
<b>04/17/2006</b> -- GRD Formative Objective #7 Industry Terminology			No

**DESCRIPTION:** For the 2004 and 2003 cohort no GRD students were reported as participating in this assessment. Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment plan. They

have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem / Limitation

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/17/2006 -- GRD**  
Summative Objective  
#7 Industry Terminolgy  
**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone until 2005. Data is collected using SCT. For 2003and 2004 cohort no GRD students would have participated in this summative assessment.

**TYPE:** Distinction / Strength

**NOTES:** Faculty have expressed a concern relating to the high number of objectives they first established of the GRD assessment

No

plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

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Objective: **Objective 7 - MMT** - Participate in various roles within a multimedia production team environment. [\[Hide Objective Detail\]](#)

Programs: Multimedia

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Multimedia program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the	80% of all MMT graduates in Multimedia Studio will complete the Group Project with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

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

Summative assessment is scheduled during the Capstone class in the final semester.

Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.

#### Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/18/2006 -- MMT</b>            Formative Objective #7  <b>DESCRIPTION:</b> For the 2004 and 2003 cohort no MMT students were reported as participating in Multimedia Studio I (MMT 2503) assessment. Our assessment plan began in 2003 and training is</p>			No

and was ongoing.

Curriculum changes have been instituted in the MMT program and Multimedia will be deleted in the fall 2006 from the required Plan of Study for MMT.

Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem /  
Limitation

**NOTES:** The MMT faculty will reassess this objective and determine how best to direct the achievement of student learning addressed in this objective.

To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/18/2006** -- MMT  
Summative Objective  
#7

No

**DESCRIPTION:** For the 2004 and 2003 cohort no MMT students were reported as participating in Multimedia Internship (MMT 2806).

Our assessment plan began in 2003 and training is and was ongoing.

Faculty have expressed a concern relating to the high number of objectives they first established of the MMT assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem /  
Limitation

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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Objective: **Objective 7 - PHO** - Define and identify artificial and ambient light characteristics while demonstrating the ability to operate studio and location lighting equipment in a safe manner. [\[Hide Objective Detail\]](#)

Programs: Photography

Start Date: 09/01/2004

End Date: 05/06/2005

Status: Open

Assessment Evaluation: The faculty and staff of the Photography program in the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

#### Assessment Methods

Method	Criterion	Schedule	Action Plan
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.	80% of all PHO graduates in Editorial Portraiture will accomplish all assignments with 74% accuracy.	Formative assessment is scheduled for review prior to the students enrollment in an internship course.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be documented on TraDat's findings form.
The faculty and staff of the Visual Communications Division will meet each year, beginning in 2005, to review the data which has been collected to	80% of all PHO graduates in Capstone will complete the lighting portion of the faculty Graduate Award grading sheet with 74% accuracy.	Summative assessment is scheduled during the Capstone class in the final semester.	Data gathered will be used to make inferences about the program effectiveness. Observations, actions taken, and follow-up findings will be

determine if any adjustments need to be made to the curriculum, the assessment methods or the data gathering processes related to this objective. The resulting actions will be documented in the annual assessment report.

documented on TraDat's findings form.

### Findings

Finding	Action Taken	Follow-Up	Resolved
<p><b>04/20/2006 -- PHO</b>            Formative Objective #7  <b>DESCRIPTION:</b>            Reviewing the data collected from SCT, we have found that no data was recorded for PHO 2004 Freshmen program majors taking the assessments in Editorial Portraiture (PHO 2513). For 2003 cohort no PHO students were reported as participating in this assessment. Our assessment plan began in 2003 and training is and was ongoing.</p> <p>Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be reduced. They are</p>			No

currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

**TYPE:** Problem / Limitation

**NOTES:** To assist faculty in recalling the assessment measures that are to be entered in the SCT system a reminder is provided just prior to data entry.

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**04/20/2006** -- PHO Summative Objective #7

No

**DESCRIPTION:** Our assessment plan began in 2003 and students entering in the fall semester will not be enrolled in Capstone (PHO 2696) until 2005. Data is collected using SCT. For 2003 and 2004 cohort no PHO students would have participated in this summative assessment.

**TYPE:** Distinction / Strength

**NOTES:** Faculty have expressed a concern relating to the high number of objectives they first established of the PHO assessment plan. They have determined that to manage assessment effectively the number of objectives must be

reduced. They are currently working on the consolidation and deletion of objectives while focusing on maintaining key objectives.

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