



Planning and Evaluation Tracking

College Year: 2010-2011

Division of: Lang Comm & Fine Arts

Person Responsible: Robert Boyd

Department of: Visual Arts - Graphic Design

Person Responsible: Victoria Taylor-Gore

Purpose Statement: To provide instruction and hands-on training in various design communication areas.

Goal Statements	Objectives/Outcomes (including assessment tools and standards)	Results	Use of Results (including improvements and revisions)
1. Prepare majors in a certificate program for entry-level employment and provide job enhancement skills for the working professional.	1. Upon completion of the capstone (portfolio) course, the student will be able to clearly demonstrate professional graphic design skills as evaluated by outside graphic design professionals using a rubric developed by the graphic design faculty.	1. Spring 2010 Six upper-level graphic design majors in portfolio class were evaluated by a team of outside professionals in their field during the Visual Arts showcase. They received an average total score of 88% on their evaluations.	1. ANALYSIS While we are satisfied with the average score of 88% (3% increase from the previous semester), we will continue to develop the students' presentation to achieve higher scores. ACTION PLAN We will continue to evaluate upper-level students each semester through the Visual Arts Showcase. We plan to distribute Showcase results to full-time Graphic Design faculty that teach upper-level courses. This will give them the opportunity to address specific areas that need improvement.

2. To prepare graduating AAS Graphic Design majors to transfer to a senior-level institution to complete a baccalereate degree in graphic design.

2. After the presentation of A.A.S. diploma and portfolio, the student will be successfully articulated into a Bachalaureate program.

2. No Data Collected

2. Spring 2010
ANALYSIS
None

ACTION PLAN

In collaboration with AC Institutional Research, we will gather statistics on the transfer success of our graduating majors.

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revised 8/1/05