



## Planning and Evaluation Tracking

College Year: 2009-2010

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 2009  Nine upper-level photography majors in portfolio class were evaluated by a team of outside professionals in their field. They received an average total score of 85% on their evaluations.	1. ANALYSIS While we are satisfied with the average score of 86%, we will continue to develop the students' presentation to achieve higher scores.  ACTION PLAN We will distribute results to photography faculty for review. 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 baccalaureate degree in graphic design.	2. After the presentation of A.A.S. diploma and portfolio, the student will be successfully articulated into a Bachelaureate program.	2. No Data Collected	2. Fall 2009 ANALYSIS None  ACTION PLAN In collaboration with AC Institutional Research, we will gather statistics on the transfer success of our graduating majors.

3.

3.

3.

3.

4.

4.

4.

4.

5.

5.

5.

5.

6.

6.

6.

6.

7.

7.

7.

7.

revised 8/1/05