

PET FORM
Planning and Evaluation Tracking
(2011-2012 Assessment Period)

Division of: Arts & Sciences

Person Responsible for this Division: Jerry Moller

Department of: Visual Arts, Design & Humanities – Graphic Design Program

Person Responsible for this Form: Victoria Taylor-Gore

Purpose Statement (With Last Updated Date): To provide instruction and hands-on training in various design communication areas (Last Updated – Fall 2011).

Goal Statement #1: Prepare majors in the certificate program and A.A.S. Graphic Design for entry-level employment and provide job enhancement skills for the working professional. Also prepare A.A.S. Graphic Design majors intending to transfer with the skills necessary to articulate into a Baccalaureate program.

Outcome/Objective Statement

(Be sure to include audience, behavior, conditions, degree/benchmark, and evaluation method): Upon completion of the capstone (portfolio) course, all students will be able to clearly demonstrate professional graphic design skills by scoring a 70 or higher as evaluated by outside graphic design professionals using a rubric developed by the graphic design faculty.

Each graphic design portfolio student will participate in the annual Visual Arts showcase by presenting a compilation of their work to 3 – 4 area professionals of graphic design. The students are judged on the following:

Attire
Creativity
Presentation
Confidence
Professionalism
Cover Letter
Resume

- Results (Provide Numbers and Percentages for Quantitative Data)

2009-2010 Five upper-level graphic design majors in portfolio class were evaluated by a team of outside professionals in their field during the Visual Arts showcase with 100% scoring 70 or higher. They received an average total score of 85% on their evaluations.

2010-2011 Fifteen upper-level graphic design majors in portfolio class were evaluated by a team of outside professionals in the graphic design field during the Visual Arts showcase with 100% scoring 70 or higher. They received an average total score of 89% on their evaluations.

- Analysis

2009-2010 While we are satisfied with the average score of 85%, faculty will continue to use this evaluation process to better prepare students for the job market and possible transfer.

Students' achieved a 3% increase in average score from the previous year, up to 88%. Faculty will continue to use this evaluation process to better prepare students for job placement and to retain a 75% or higher benchmark for portfolio students.

Students continue to show improvement on their evaluations from graphic design professionals, indicating an increase in students demonstrating professional graphic design skills that directly prepare them for entry-level employment.

2010 BENCHMARK 75% score 70 or higher

- Improvements
 - List any Improvements Made in the **2010-2011** (Last Academic) Year Based on the **2009-2010** PET Results: Showcase evaluation forms were revised to reflect more professional criteria and allow for a more comprehensive evaluation. Also, the showcase itself has been improved in order to be a more positive experience for the students and judges.
 - Evaluate Why Improvements Were Successful/Were Not Successful: A higher score has been achieved.
 - Provide the Budget Information Needed to Make Past Improvements (Cost/Details): Stipend pay for judges is \$50.00 each. Graphic Design normally has 3-4 judges for a total of \$200.00
 - Recommendations/Actions for 2011-2012
 - Person Responsible (Who will complete the action?): Department Chair/Assistant, Graphic Design faculty
 - Action Plan:
 - 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.
 - We intend to move the showcase to mid-semester which will allow for a more timely distribution of the results during the current semester so that they can share them with the students while they are still involved in their respective courses.
 - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date): Showcases are currently held the week of finals. Results for this year will be distributed within two weeks of the subsequent semester's beginning date. In the future, the showcase will be mid-semester and will be distributed 1-2 weeks after the showcase.
 - Budget Information Needed for Future Action (Cost/Details): Stipend pay for judges totaling \$200.00
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Goal Statement #2: Expand Student Success (AC Strategic Plan through 2015: Strategy 1.1).

Outcome/Objective Statement

(Be sure to include audience, behavior, conditions, degree/benchmark, and evaluation method):

Each semester, after academic leadership ensures all career and technical education CTE courses include the student learning outcomes required by the THECB in the Workforce Education Course Manual, students who complete these courses will fulfill the assigned student learning outcomes (AC Strategic Plan through 2015: Task 1.1.3).

Syllabi for each section of all graphic design courses consistently contain the WECM end-of-course outcomes so that each instructor is using the same to ensure that students will meet these outcomes. The department chair reminds faculty to update their syllabi each semester and reviews faculty syllabi each semester.

- Results (Provide Numbers and Percentages for Quantitative Data)
 - **2009-2010 Data:**
NA
 - **2010-2011 Data:**
NA

- Analysis
 - Provide Previous Data/Result Analysis
(Include if benchmark was met and how results relate to outcome statement):
Currently no data as this has just been implemented.
 - Improvements
 - List any Improvements Made in the **2010-2011** (Last Academic) Year Based on the **2009-2010** PET Results:
NA
 - Evaluate Why Improvements Were Successful/Were Not Successful:
 - Provide the Budget Information Needed to Make Past Improvements (Cost/Details):
 - Recommendations/Actions for 2011-2012
 - Person Responsible (Who will complete the action?): All full-time/adjunct faculty
 - Action Plan: Continue with the course outcomes as stated above
 - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):
Will continue each semester.
 - Budget Information Needed for Future Action (Cost/Details):
NA
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Goal Statement #3: Expand Student Success (AC Strategic Plan through 2015: Strategy 1.5).

Outcome/Objective Statement

(Be sure to include audience, behavior, conditions, degree/benchmark, and evaluation method):

After faculty and staff seek annual input from advisory board members, faculty and staff will add any competencies identified by the advisory committee which must be mastered for the award of a credential and were not already required by THECB as stated in the ADGM or WECM (AC Strategic Plan through 2015: Task 1.5.3.1).

The Graphic Design program has made changes to the curriculum reflecting the advice from its advisory board members including:

Updated the Print Track by replacing ARTS 2313/2314 Design Communication I & II with IMED 2315 Web Page Design II & ARTC 1349 Art Direction I. Added a Web Design Track into the Graphic Design Program.

- Results (Provide Numbers and Percentages for Quantitative Data)
Currently no data as this has just been implemented.
- Analysis
 - Provide Previous Data/Result Analysis
(Include if benchmark was met and how results relate to outcome statement):
NA
- Improvements
 - List any Improvements Made in the **2010-2011** (Last Academic) Year Based on the **2009-2010** PET Results:
NA
 - Evaluate Why Improvements Were Successful/Were Not Successful: NA
 - Provide the Budget Information Needed to Make Past Improvements (Cost/Details): NA
- Recommendations/Actions for 2011-2012

- Person Responsible (Who will complete the action?): All full-time/adjunct faculty/staff
- Action Plan: Continue to work with advisory committee members to discuss curriculum updates to keep courses up-to-date with industry standards.
- Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):
Ongoing
- Budget Information Needed for Future Action (Cost/Details):
Approx. \$25,000/every 2 years or so as newer versions of software become available. Continued support from ITS for computer hardware replacement. Need for up-to-date software applications and computer hardware to ensure students will be trained on those applications and equipment used in the industry as recommended by the advisory committee.