

PET FORM
Planning and Evaluation Tracking
(2012-2013 Assessment Period)

Division of: Arts & Sciences

Person Responsible for this Division: Victoria Taylor-Gore

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

Primary Person Responsible for this Form: Donna Salter

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: No Excuses - Goal 5 Attainment of Credentials

Prepare A.A.S. Graphic Design majors intending to transfer with the skills necessary to articulate into a Baccalaureate program.

Outcome/Objective Statement #1A

(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.

- Results (If Applicable, Provide Numbers and Percentages for Quantitative Data)
 - **2010-2011 Data:** Numbers = 15 out of 15 and Percentage = 100%
 - **2011-2012 Data:** Numbers = 19 out of 19 and Percentage = 100%

- Analysis
 - Provide Previous Data/Result Analysis
(Include if benchmark was met and how results relate to outcome statement):
The department has successfully met the benchmark of all students scoring a 70 or higher.

- Improvements
 - List any Improvements Made in the **2011-2012** (Last Academic) Year: Showcase results are distributed to full-time Graphic Design faculty who teach upper-level courses, giving them the opportunity to address specific areas that need improvement.
 - Evaluate Why Improvements Were Successful/Were Not Successful: A higher score has been achieved.
 - What Budget Implications Were Involved with this Improvement? (Please Provide Cost Estimate/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 2012-2013

- Person Responsible (Who will complete the action?): Graphic Design faculty, Department Chair
- Action Plan: Faculty will evaluate timing of showcase to determine if the date can be moved to mid-semester to allow students the opportunity for feedback while they are still in the course.
- Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):
TBD
- What Budget Implications Are Involved with this Action? (Please Provide Cost Estimate/Details):
Stipend pay for judges is \$50.00 each. Graphic Design normally has 3-4 judges for a total of \$200.00

Goal Statement #2: 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.

Outcome/Objective Statement #2A

(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 (If Applicable, Provide Numbers and Percentages for Quantitative Data)

- **2010-2011 Data:** Numbers = 15 out of 15 and Percentage =s 100%
- **2011-2012 Data:** Numbers = 19 out of 19 and Percentage =s 100%

- Analysis

- Provide Previous Data/Result Analysis
(Include if benchmark was met and how results relate to outcome statement):
The department has successfully met the benchmark of all students scoring a 70 or higher.

- Improvements

- List any Improvements Made in the **2011-2012** (Last Academic) Year:

Showcase results are distributed to full-time Graphic Design faculty who teach upper-level courses, giving them the opportunity to address specific areas that need improvement.

Prerequisite of ARTC 1325 or PHTC 1300 was added to IMED 1316: Web Page Design I.

ARTC 1349: Art Direction was added to the catalog and replaced ARTS 2314 Design Communications II for A.A.S. Print Media Majors and ARTC Certificate Majors.

IMED 1316: Web Page Design was added to the ARTC Certificate Plan.

- Evaluate Why Improvements Were Successful/Were Not Successful:

A higher score has been achieved.

The addition of the prerequisites to IMED 1316: Web Page Design insure that students have the proper foundation needed to be successful in Web Page Design.

ARTC 1349: Art Direction is specifically tailored to marketing and art direction skills needed in the industry.

IMED 1316: Web Page Design was added to keep the certificate consistent with the updated A.A.S.

- What Budget Implications Were Involved with this Improvement? (Please Provide Cost

Estimate/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 2012-2013

- Person Responsible (Who will complete the action?): Graphic Design Faculty, Department Chair

- Action Plan: Faculty will evaluate timing of showcase to determine if the date can be moved to an early time in the semester to allow students the opportunity for feedback while they are still in the course.

Faculty will also continue to meet with Graphic Design Advisory Committee for feedback on curriculum, industry standards, student training, etc.

- Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):

TBD

Next Graphic Design Advisory Committee meeting will be held late Fall 2012.

- What Budget Implications Are Involved with this Action? (Please Provide Cost Estimate/Details):

NA

Goal Statement #3: Expand Student Success (AC Strategic Plan through 2015: Strategy 1.1).

Outcome/Objective Statement #3A

(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 (If Applicable, Provide Numbers and Percentages for Quantitative Data)
 - **2010-2011 Data:**
NA
 - **2011-2012 Data:**
NA
 - 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 **2011-2012** (Last Academic) Year:
Syllabi for each section of all graphic design courses consistently contain the WECM learning outcomes so that each instructor is using the same to ensure that students will meet these outcomes.
 - Evaluate Why Improvements Were Successful/Were Not Successful:
Improvements have ensured that outcomes are consistent and clear throughout all graphic design classes enabling students to reach the defined goals for each class.
 - What Budget Implications Were Involved with this Improvement? (Please Provide Cost Estimate/Details):
NA
 - Recommendations/Actions for **2012-2013**
 - Person Responsible (Who will complete the action?): Graphic Design Faculty, Department Chair
 - 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.
 - What Budget Implications Are Involved with this Action? (Please Provide Cost Estimate/Details):
NA
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Goal Statement #4: Expand Student Success (AC Strategic Plan through 2015: Strategy 1.5).

Outcome/Objective Statement #4A

(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:

Prerequisite of ARTC 1325 or PHTC 1300 was added to IMED 1316: Web Page Design I.

ARTC 1349: Art Direction was added to the catalog and replaced ARTS 2314 Design Communications II for A.A.S. Print Media Majors and ARTC Certificate Majors.

• Results (If Applicable, Provide Numbers and Percentages for Quantitative Data)

○ **2010-2011 Data:**

NA

○ **2011-2012 Data:**

NA

• 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 **2011-2012** (Last Academic) Year:

- The Graphic Design program has made changes to the curriculum reflecting the advice from its advisory board members including:
- Prerequisite of ARTC 1325 or PHTC 1300 was added to IMED 1316: Web Page Design I.
- ARTC 1349: Art Direction was added to the catalog and replaced ARTS 2314 Design Communications II for A.A.S. Print Media Majors and ARTC Certificate Majors.

○ Evaluate Why Improvements Were Successful/Were Not Successful:

- The addition of the prerequisites to IMED 1316: Web Page Design insure that students have the proper foundation needed to be successful in Web Page Design.
- ARTC 1349: Art Direction is specifically tailored to marketing and art direction skills needed in the industry.
- IMED 1316: Web Page Design was added to keep the certificate consistent with the updated A.A.S.

○ What Budget Implications Were Involved with this Improvement? (Please Provide Cost Estimate/Details):

NA

- Recommendations/Actions for 2012-2013
 - Person Responsible (Who will complete the action?): Graphic Design faculty, Department Chair
 - 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
Next Graphic Design Advisory Committee meeting will be held late Fall 2012
 - What Budget Implications Are Involved with this Action? (Please Provide Cost Estimate/Details):
Approx. \$30,000/every 2 years or so as newer versions of software and equipment become available. Continued support from ITS for computer hardware replacement. Need for up-to-date software applications, computer hardware to ensure students will be trained on those applications and equipment used in the industry as recommended by the advisory committee.