



Planning and Evaluation Tracking

College Year: 2008-2009

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. No Data Collected	1. Spring 2008 ANALYSIS None ACTION PLAN Select panel of local graphic design professionals for assessment committee. Create evaluation rubric for use by committee. Identify source of monetary compensaion for external evaluators. Recommended compensation: \$75 per evaluation period.
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 2008 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