

GCU Academic Program Assessment Plan (Updated Fall 2016)

Program: Graphic Design & Multimedia

Learning Outcomes: Upon successful completion of the program of studies for the Graphic design & Multimedia major, the student will earn a Bachelor of Fine Arts degree and will have given evidence of the following program outcomes:

LO1: Students will demonstrate a **global view of design theory and history**. Their knowledge in these areas will be evaluated through standardized exams as well as class presentations. Evidence of achievement will include presentation and final semester grades in applicable courses.

LO2: Students will demonstrate a **personal style through the application of theory and practice**. Their work should reflect consistent visual characteristics that are evident throughout a diverse portfolio, including multiple examples of print and onscreen artworks, as well as interactive applications. The strength and consistency of their personal style will be determined by in class critics and discussions and evaluated by rubrics clarifying the general guidelines in achieving a successful individual and artistic style.

LO3: Students will be **fluent and flexible in designing for print and electronic media**. They will acquire the necessary technical skills and utilize their knowledge of design structure, composition, and layout governing to create dynamic design projects in each category. The technical and visual merits of each project will be analyzed based on class critics and appropriate rubrics.

LO4: Students will demonstrate understanding of the **requirements of professional practice** and the necessary skills to join the graphic and multimedia design communities. These knowledges will be evaluated in a capstone course through case studies and rubrics as well as evaluations from internship supervisors.

Program: Graphic Design and Multimedia	LO 1 : Global view of design theory and history	LO 2: Personal style through application of theory	LO 3: Fluent and flexible in designing for print and electronic media	LO 4: requirements of professional practice
<i>Related ISLG</i>	3A	2 and 8	2, 3A and 8	3A and 9
<i>Related BRIDGE General Education Goals (if applicable)</i>				
<i>Related Accreditation Standard (if applicable)</i>				
Program Course and Experiential Learning Mapping to Program Outcomes				
How do students learn this? In what course(s) and/or co-curricular experience(s)?	GD111, GD113, GD114, AR118, AR220	GD213, GD226, GD322, GD327, GD328, GD422, GD428, GD214, GD314, GD324, MM214, MM314, MM326, MM429 Electives: GD/MM445, 446	GD113, GD213, GD226, GD322, GD327, GD328, GD422, GD428, GD214, GD314, GD324, MM214, MM314, MM326, MM429 Electives: GD/MM445, 446	GD429, GD430
How and in what <u>course(s)</u> do they demonstrate that they have <u>achieved</u> this outcome.				
Formative Assessment will occur in ...	GD111, GD 113, AR 118, AR 120	GD214, MM214		GD429, GD430

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Summative Assessment will occur in...	GD114	GD314, MM314	GD422, GD428	GD429, GD430
Assessment Protocol				
How and when do you assess the achievement of <i>all students</i> in your program before they graduate and record the results of your assessment?				
Formative Assessment				
Direct Evidence	GD 111, GD 113: Final project performance for GD111, GD113. Final Exam results for GD113, AR118, and AR220.	GD 214, MM 214: In class review and critic of each project, assessed by related rubric		
Indirect Evidence	<i>Indirect evidence is taken from SIR II course evaluations and final grades for the course.</i>	<i>Indirect evidence is taken from SIR II course evaluations and final grades for the course.</i>		
Summative Assessment				
Direct Evidence	GD 114: Final project performance	GD/MM 314: Multiple class projects requiring	GD/MM 425, 426: Multiple class projects	GD 429: Final analysis of internship

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	evaluated by rubric.	extensive use and knowledge of the related applications. Theoretical design knowledge applied to various levels of course assignments.	requiring extensive use and knowledge of the related applications. Theoretical design knowledge applied to various levels of course assignments.	evaluation provided by supervisor and review and all the projects realized throughout the internship. Outcome of the final student exhibition and student portfolio.
Indirect Evidence	<i>Indirect evidence is taken from SIR II course evaluations, final grades for the courses, and program retention rates.</i>	<i>Indirect evidence is taken from SIR II course evaluations, final grades for the courses, and program retention rates.</i>	<i>Indirect evidence is taken from SIR II course evaluations, final grades for the courses, and program retention rates.</i>	
What do you consider satisfactory achievement of this outcome? WHY?				
Formative Assessment				
Direct Evidence	All rubric criteria are achieved at or above the developing (Level 2 of 4) level by at least 80% of	All rubric criteria are achieved at or above the developing (Level 2 of 4) level by at least 80% of		

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	students. Most criteria are achieved at the accomplished (Level 3 of 4) by at least 40% of students. Criteria not meeting this standard will be further analyzed.	students. Most criteria are achieved at the accomplished (Level 3 of 4) by at least 40% of students. Criteria not meeting this standard will be further analyzed.		
Indirect Evidence	Final Exam: Expected that at least 40% of students score higher than 75% and 80% of students score greater than 50%.	Final Exam: Expected that at least 40% of students score higher than 75% and 80% of students score greater than 50%.		
Summative Assessment				
Direct Evidence	All criteria achieved at or above accomplished level by 80% of students, with	All criteria achieved at or above accomplished level by 80% of students, with	All criteria achieved at or above accomplished level by 80% of students, with	At least 80% of students scoring a 3 of 4 or better on all evaluation items related to internship and

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	some criteria achieved at mastery (level 4 of 4) by at least 20% of students.	some criteria achieved at mastery (level 4 of 4) by at least 20% of students.	some criteria achieved at mastery (level 4 of 4) by at least 20% of students.	professional practices. Portfolio review: All criteria achieved at or above accomplished level by 80% of students.
Indirect Evidence	<p>Final Exam: Expected that at least 40% of students score higher than 75% and 80% of students score greater than 50%.</p> <p>SIR II Course Evaluations: at least 80% of students complete the survey and overall results related to the outcome are at or above a mean of 3 out of 5.</p> <p>Program Retention Rates: Will meet or</p>	<p>Final Exam: Expected that at least 45% of students score higher than 75% and 85% of students score greater than 50%.</p> <p>SIR II Course Evaluations: at least 80% of students complete the survey and overall results related to the outcome are at or above a mean of 3 out of 5.</p>	<p>Final Exam: Expected that at least 50% of students score higher than 75% and 90% of students score greater than 50%.</p> <p>SIR II Course Evaluations: at least 80% of students complete the survey and overall results related to the outcome are at or above a mean of 3 out of 5.</p>	<p>SIR II Course Evaluations: at least 80% of students complete the survey and overall results related to the outcome are at or above a mean of 3 out of 5.</p>

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	exceed the university average.			
Program Assessment Time Frame				
Time Frame for Assessing the outcome.	Information will be gathered and evaluated during year 1. Based on the result, additional data may be collected in year 2 to add to the analysis in the next year 1.	Information will be collected and analyzed during year 2. Based on the result, additional data may be collected in year 3 to add to the analysis in the next year 2.	Information will be gathered and evaluated during year 1. Based on the result, additional data may be collected in year 2 to add to the analysis in the next year 1.	Information will be gathered and evaluated during year 1. Based on the result, additional data may be collected in year 2 to add to the analysis in the next year 1.

GCU Program Assessment Report Form

<i>GCU Program Assessment Annual Report</i>
<i>Program:</i> <i>Division:</i> <i>Date:</i> <i>Program Assessment Liaison:</i>
<p>Based on the above plan and the designated outcome(s) assessed for the academic year, the major program submits an annual Program Assessment Report that contains the program assessment plan, assessment data and analysis, and action steps to be taken by the program based on these results. See below for the outline of this report.</p>
Learning Outcome(s) Assessed:
Assessment Protocol Description
Assessment Data and Findings
Analysis of Data:
Are these results satisfactory? Why or Why not?
Action Plan based on Assessment Results:
Time Frame for Action Plan:

Assessment Data: Please include the data that you used to complete the above report. Attach rubrics, tallies, and method of validation.