



## Assessment Record

**Program:** Art and Visual Communication, BS, BA, BFA Degrees

**Assessment period:** Nov '07–Nov '08

**Program or Department Mission:**

The Art and Visual Communications Department is committed to providing a broad range of quality academic, vocational, and technical opportunities to assist and encourage students in attaining their goals and developing their talents and potential both personally and professionally. Our four-year degrees are designed to meet student needs for employment and/or post-graduate education.

We will create a vibrant teaching and learning environment with the expectation that our programs will be nationally competitive and of high quality. We will also expect excellence in scholarship, teaching, and learning. We will encourage and promote student success.

Plan		Report	
Intended goals, outcomes, or objectives	Means of Assessment & Criteria for Success	Summary & Analysis of Assessment Evidence	Use of Results
<p>Students will demonstrate competency of drawing skills</p>	<p>Portfolio drawing competencies will be exhibited through quality workmanship, professionalism and independent experimentation with media concepts. The Student's portfolio should include the following as a minimum:</p> <ul style="list-style-type: none"> <li>A) Contour line &amp; gesture drawing</li> <li>B) Perceptual drawing/painting skills</li> <li>C) Conceptual drawing/painting skills</li> <li>D) Proficiency of chosen media</li> </ul>	<p>Possible: 4 Average score: 2.4</p>	<p>Limited participation from faculty and inefficiencies within the process of acquiring and assessing portfolios suggests the need to overhaul the evaluation process (see attached plan including revised forms and instructions for students and faculty)</p> <p>In general the faculty will continue to strive to increase overall rigor of programs.  (See above)</p>
<p>Students will demonstrate a knowledge of three-dimensional art and competency in designing objects in a three-dimensional space.</p>	<p>Three-dimensional competencies will be exhibited through quality workmanship, professional and independent experimentation with media and concepts. The student's portfolio must include the following as a minimum:</p> <ul style="list-style-type: none"> <li>A) Three-dimensional works successfully utilizing the principles of design</li> <li>B) A demonstration of proper use of scale and proportion within each work</li> </ul>		

Plan		Report	
Intended goals, outcomes, or objectives	Means of Assessment & Criteria for Success	Summary & Analysis of Assessment Evidence	Use of Results
Students will demonstrate competency of visual design problem solving skills	Students will compose a portfolio that demonstrates creative and visual problem solving skills. The portfolio should include original pieces that demonstrate an understanding of design and composition, including: A) Positive/negative space relationships B) Rhythm/Repetition C) Focal Point/Emphasis D) Squares/Modular design emphasis E) Graphic or computer generated designs F) Creative original composition and use of subject matter	Possible: 4 Average score: 2.5	(See above)
Students will demonstrate computer literacy through competent use of emphasis-specific software applications	Students will compose a portfolio that demonstrates computer literacy and understanding of graphic reproduction processes through competent use of at least three graphics software applications. Literacy will be demonstrated by showing competency in the following areas: A) Page layout B) Graphics C) Animation D) 3-D Graphics E) Web design	Possible: 4 Average score: 2.4	(See above)
Students will demonstrate in-depth knowledge of art/design history	Faculty who teach art history courses will use essays written in class to evaluate their teaching. Each faculty will review approximately 15% of the final essays written in 1000 and 2000 level classes. Faculty will evaluate the essays based on the following criteria: A) Demonstration of advanced writing skills (grammar, composition, etc.) B) demonstrate proficiency in	(No data provided from art/design history programs)	(See above)

Plan		Report	
Intended goals, outcomes, or objectives	Means of Assessment & Criteria for Success	Summary & Analysis of Assessment Evidence	Use of Results
<p>Students earning an BFA degree will understand theory and demonstrate competency in one of the following areas: Graphic Design, Illustration, Drawing/Painting, Ceramics/3-D, or Photography</p>	<p>expressing in written form concrete and abstract concepts or theories related to art</p> <p>C) Demonstrate an in-depth knowledge of art history including movements, artists, and impacts of past events on art</p> <p>D) Demonstrate an in-depth knowledge of the aesthetic qualities of art</p>	<p>Possible: 16 Average score: 14.8</p>	<p>(See above)</p>
	<p><i>Proficiency</i> the following will be demonstrated for each area of emphasis:</p> <p><b>Painting and drawing:</b></p> <ul style="list-style-type: none"> <li>• Use of the elements and principles of design</li> <li>• Perceptual drawing/painting skills</li> <li>• Conceptual drawing/painting skills</li> <li>• Control over chosen media</li> </ul> <p><b>3-D/Sculpture</b></p> <ul style="list-style-type: none"> <li>• Use of materials within each work</li> <li>• Proficiency of chosen media</li> </ul> <p><b>Graphic Design</b></p> <ul style="list-style-type: none"> <li>• Using the elements and principles of design</li> <li>• Communicate visually, conceptually, and typographically</li> <li>• Effective use of software applications</li> <li>• Use of major graphic reproduction processes</li> </ul> <p><b>Illustration</b></p> <ul style="list-style-type: none"> <li>• Visualizing both concrete and abstract concepts</li> <li>• Create and produce original visual ideas</li> <li>• Using the elements and principles of design</li> <li>• Control over chosen media</li> </ul> <p><b>Photography</b></p>		

Plan		Report	
Intended goals, outcomes, or objectives	Means of Assessment & Criteria for Success	Summary & Analysis of Assessment Evidence	Use of Results
	<ul style="list-style-type: none"> <li>• Using the elements and principles of design</li> <li>• The development of both concrete and abstract concepts</li> <li>• Darkroom techniques (both color and black and white)</li> <li>• Use of lighting</li> </ul>		
Plan submission date: 10/23/2006		Report submission date: 11/10/2008	
Submitted by: Jim Godfrey / Art and Visual Communication		Submitted by: Patrick Wilkey/Art and Visual Communication	