

2008-09 and 2009-10 Program Assessment

Department & Program: Department of Engineering and Design - BA in Visual Communication Design
Submitted by: Claudio Talarico

Student Learning Outcome	Time period of assessment activity was completed (2008-09 or 2009-10)	Strategy or method of measurement	Observations gathered from data	Actions recommended based on observations	Plan and timetable for taking action	Overall evaluation of progress on objective
1. Identify, analyze, and solve communication problems.	Both	Grade in VCD I equal to or greater than 3.0. (As stated in the catalog, this minimum grade is required to move on in the program.)	74% meet the criterion.	Continue to require this minimum grade to move on in the program.		This is working as designed. This course is designed to specifically support this SLO, and to introduce the student to the rigors of the field of study.
2. Describe and respond to the audiences and contexts which communication solutions must address.	Both	Grade in DESN 493 Portfolio equal to or greater than 3.0.	62.5% meet the criterion.	Add a design for audiences emphasis in DESN 368.	Already begun in the fall of 08. Continue in all subsequent sections.	Fair but should be improved.
3. Create and develop visual form in response to communication problems.	Both	Grade in DESN 363 VCD II equal to or greater than 3.0.	94% meet the criterion.	None recommended.		Excellent.

4.Understand basic business practices, including working on teams.	Both	Grade on TECH 490 Senior Capstone equal to or greater than 3.0.	100% meet the criterion.	None recommended.		Excellent.
5.Recognize the need for, and the ability to engage in, lifelong learning.	Both	Grade in VCD III projects is equal to or greater than 3.0. Also grade in DESN 493 Portfolio equal to or greater than 3.0.	In VCD III 67% meet the criterion. In DESN 493 62.5% meet the criterion. Could be improved.	Develop a specific unit to include in the portfolio course.	Next sections offered in fall 2009 and Winter 2010.	Fair but should be improved.
6.Show respect for diversity and a knowledge of contemporary professional, societal, and global issues.	Both	Grade on TECH 393 Technology and World Civilization equal to or greater than 3.0.	91% meet the criterion.	None recommended.		Excellent.