

**ASSESSMENT RECORD FOR  
DEPARTMENT  
OF**

**Visual Art**

(Academic Department Name)

2006-2007

(Assessment Period Covered)

October 10, 2007

(Date Submitted)

**Includes Assessment Reports for those Instructional Programs listed below:**

Title of Instructional Degree Program

Degree Level

(Associate, Bachelors,  
Master's, etc.)

Graphic Design

Bachelors

Submitted By: \_\_\_\_\_

(Departmental Chair or Faculty Assessment Representative)

# ASSESSMENT REPORT FOR

**Graphic Design**

(Instructional Degree Program)

**Bachelors**

(Degree Level)

2006-2007

(Assessment Period Covered)

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## Expanded Statement of Institutional Purpose Linkage:

### **Institutional Mission Reference:**

Dedicated to excellence in preparing students to live purposeful and productive lives in their work and communities

**College/University Goal(s) Supported:** Students graduating with a degree in graphic design will have a more highly specialized technical and business visual art education, which cultivates the ability to think originally and inventively within the creative possibilities of the graphic media used in mass-market communication. Students will also: exhibit an understanding of the theory and history of the visual arts; show proficiency in techniques of fine and applied arts; have visual awareness and sensitivity to society and culture and the artist's responsibility within it; be dedicated to the mission of art and design; and have a discerning judgment of values, both in art and in life.

## Intended Educational (Student) Outcomes:

1. Competence in basic art techniques.

2. Essential understanding of the history of art and design forms in Western and other civilizations.

3. Basic general education at the college level, including the ability to understand distinctions and commonalities regarding work in artistic, scientific, and humanistic domains.

4. The ability to form and defend value judgments by communicating clearly in spoken and written word.

5. The ability to communicate ideas in specific art forms in professional circumstances.

6. Demonstrate a coherent set of artistic / intellectual goals evident in each student's work and the ability to achieve these goals as an independent design professional.

# ASSESSMENT REPORT FOR

## Graphic Design

(Instructional Degree Program)

## Bachelors

(Degree Level)

2006-2007

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### Intended Educational (Student) Outcome:

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.*

\_\_\_ **GOAL #1 Competence in basic art techniques.**

### First Means of Assessment for Outcome Identified Above:

#### \_\_\_ a. Means of Program Assessment & Criteria for Success:

Visual and Creative assessment of a portfolio of work.

#### \_\_\_ a. Summary of Assessment Data Collected:

There is a wide range of abilities among entry-level students. Emphasizing a broad foundation contributes to success in upper-level courses.

#### \_\_\_ a. Use of Results to Improve Instructional Program:

Introduced ART 2350: Typography, ART 4310: Print Management, ART 1350: Color Theory.

### Second Means of Assessment for Outcome Identified Above:

#### \_\_\_ b. Means of Program Assessment & Criteria for Success:

Verbal defense, critique, and assessment of a portfolio of work.

#### \_\_\_ b. Summary of Assessment Data Collected:

Students need to develop a design process with depth of understanding that will serve them in the professional career environment after graduation.

#### \_\_\_ b. Use of Results to Improve Instructional Program:

Implementation the requirement for design journals that serve as a research tool and inspiration source when creating designs.

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**GOAL #2 Essential understanding of the history of art and design forms in Western and other civilizations.**

### First Means of Assessment for Outcome Identified Above:

#### a. Means of Program Assessment & Criteria for Success:

Class projects, assignments, and testing

#### a. Summary of Assessment Data Collected:

Varied assessments broaden comprehension and understanding of cultures globally.

#### a. Use of Results to Improve Instructional Program:

Continue use of art videos and guest speakers.

### Second Means of Assessment for Outcome Identified Above:

#### b. Means of Program Assessment & Criteria for Success:

Critique and analysis of projects

#### b. Summary of Assessment Data Collected:

Verbal assessment and verbal defense broaden comprehension and understanding of cultures globally.

#### b. Use of Results to Improve Instructional Program:

Continued use of field trips and attendance at campus art show openings.

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**GOAL #3 Basic general education at the college level, including the ability to understand distinctions and commonalities regarding work in artistic, scientific, and humanistic domains.**

### First Means of Assessment for Outcome Identified Above:

#### a. Means of Program Assessment & Criteria for Success:

Assignments and testing

#### a. Summary of Assessment Data Collected:

Interdisciplinary study of the social components that contribute to the major field of study.

#### a. Use of Results to Improve Instructional Program:

Continue to assess the degree plan to keep current with the requirements of the graphic design profession.

### Second Means of Assessment for Outcome Identified Above:

#### b. Means of Program Assessment & Criteria for Success:

Visual culture papers

#### b. Summary of Assessment Data Collected:

Interdisciplinary study of areas of knowledge outside the immediate world of art

#### b. Use of Results to Improve Instructional Program:

Stress the collaborative nature of design in many disciplines

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**GOAL #4 The ability to form and defend value judgments by communicating clearly in spoken and written word.**

### First Means of Assessment for Outcome Identified Above:

#### a. Means of Program Assessment & Criteria for Success:

Class critique, exposure to outside professionals in the field of graphic design, and exposure to outside professionals from the business world.

#### a. Summary of Assessment Data Collected:

Students need to polish their presentation skills and be able to articulate clearly about their work.

#### a. Use of Results to Improve Instructional Program:

The class acts as a design group and makes formal presentations to real business clients.

### Second Means of Assessment for Outcome Identified Above:

#### b. Means of Program Assessment & Criteria for Success:

Annual portfolio review

#### b. Summary of Assessment Data Collected:

Interdisciplinary study of areas of knowledge outside the immediate world of art.

#### b. Use of Results to Improve Instructional Program:

The students work on professional presentation of their creative work visually, verbally, and demonstratively. The students are videotaped and critique their own presentation.

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**GOAL #5 The ability to communicate ideas in specific art forms in professional circumstances.**

### First Means of Assessment for Outcome Identified Above:

#### a. Means of Program Assessment & Criteria for Success:

Internships

#### a. Summary of Assessment Data Collected:

Students understand how the business profession will value their contribution to businesses and how best to communicate this value.

#### a. Use of Results to Improve Instructional Program:

Implement ART 4310: Print Management and ART 3310: Digital Photography.  
Acquire varied professional quality internships throughout the greater Kerrville region.

### Second Means of Assessment for Outcome Identified Above:

#### b. Means of Program Assessment & Criteria for Success:

Client projects and self-promotions

#### b. Summary of Assessment Data Collected:

Students need a greater understanding of the output process and the value judgments of said process.

#### b. Use of Results to Improve Instructional Program:

Output a professional quality portfolio, develop self-promotion pieces for interviews.

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## **Intended Educational (Student) Outcome:**

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**GOAL #6 Demonstrate a coherent set of artistic / intellectual goals evident in each student's work and the ability to achieve these goals as an independent professional.**

## **First Means of Assessment for Outcome Identified Above:**

### **a. Means of Program Assessment & Criteria for Success:**

Internships and verbal competencies

### **a. Summary of Assessment Data Collected:**

The study of the professional expectations in the business environment required for success.

### **a. Use of Results to Improve Instructional Program:**

Expand the range of internship opportunities with a collaborative approach to design.

## **Second Means of Assessment for Outcome Identified Above:**

### **b. Means of Program Assessment & Criteria for Success:**

Portfolio review

### **b. Summary of Assessment Data Collected:**

Demonstrate the level of commitment and focus that determines a professional graphic designer.

### **b. Use of Results to Improve Instructional Program:**

Expose to outside professionals, view their portfolios, and present the student's portfolio