

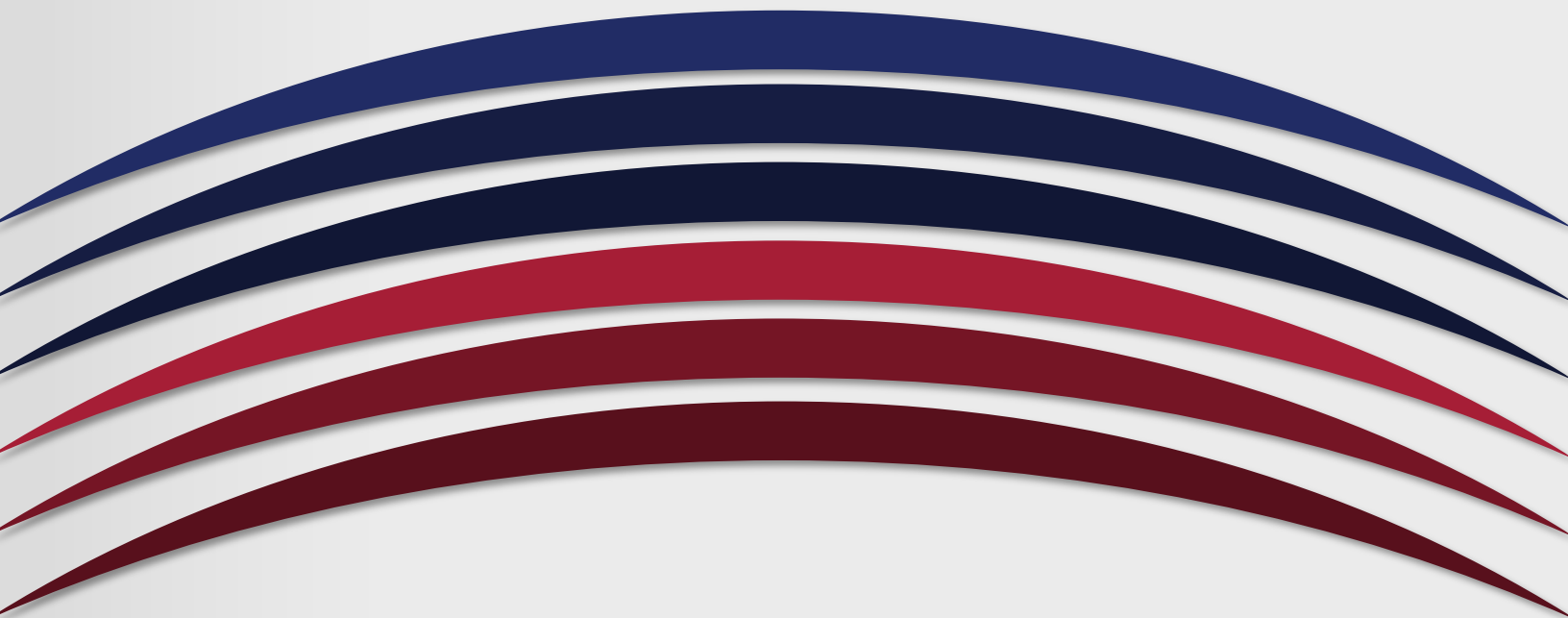
UNIVERSITY OF ARKANSAS
PULASKI TECH

Course-Level Assessment Report

Course: DMP1306

Academic Year: 2021-2022

**Due to Chair/Program Director and Faculty Assessment Chair by
September 1**



1. Name of course: DMP1306 Digital Page Layout
2. Name of individual(s) compiling report: Cynthia Clarke-Fehrenbach
3. Date of submission: September 15, 2022
4. Academic year: 2021-2022

Course-Level Learning Outcomes

1. What are the Course-Level Outcomes (CLOs)?

Upon completion of this course students will be able to demonstrate:

1. How to manage a multi-page document.
2. How to apply various principles of graphic design to manage type and visual elements in page layout.
3. How to create an interactive document.

2. Which CLOs were addressed for the academic year?

1. CLO 1 How to manage a multi-page document.
2. CLO 2 How apply various principles of graphic design to manage type and visual elements in page layout.

3. Which CLOs are being addressed in your assessment plan in the upcoming academic year?

CLO 1 How to manage a multi-page document.

CLO 2 How apply various principles of graphic design to manage type and visual elements in page layout.

4. How does this report connect or map to program-level or institutional-level outcomes?

- ILO 2 - Technology Literacy
 - ILO 3 – Clearly express ideas, information, and concepts in various modes and media, including the proper use of appropriate technology.
 - ILO 4 - Apply critical thinking skills to achieve a desired goal. (Critical Thinking)
 - ILO 7. Demonstrate career readiness skills. (Professionalism)
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- PLO 2 - Students will demonstrate the process of digital graphic design using industry standard software.
 - PLO 3 - Students will demonstrate the process of digital image manipulation using industry standard software.

For each Course Level Outcome assessed this academic year,
please complete the chart below, providing the assessment data
for both fall and spring, and then a total for the academic year.

<p>Assessment Methods- How did you assess student learning (define direct assessment methods used) in relation to the course level outcome being reported?</p> <p><i>Note: If more than one assessment method was used, you may insert an additional row.</i></p>	<p><i>Students completed a multipage food magazine style document.</i></p> <p><i>The Food Magazine assignment is the third assignment for the class that requires students to demonstrate a competent understanding of how to manipulate digital imagery and apply basic graphic design principles using industry standard page layout software to create visually persuasive compositions throughout a multipage document.</i></p> <p><i>This assignment is a good measurement tool for assessing an advanced ability to demonstrate DMP PLOs 2 and 3 because it requires students to demonstrate a culminative knowledge of how to manipulate digital imagery and apply basic graphic design principles using both newly learned principles, tools, and techniques as well as, tools, principles, and techniques learned in DMP1304 Introduction to Computer Graphics.</i></p> <p><i>CLO 1. Place images relevant to the food and dinning industry on each page along with descriptive headers that serve to indicate a hierarchical order of the content.</i></p>
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	CLO 2. Create a front cover layout that brings both type and image graphics together in a contextually cohesive manner by using an appropriate color pallet in a way that gives special emphasis to sections within the magazine.	
Were indirect assessment methods also used to assess students? If 'yes', please describe the method used.	Yes Using ungraded in-class quizzes to determine baseline knowledge of students about a specific tool, function, or technique.	No
How do you define success for an individual student on the CLO assessment assignment or measure?	Student scores 80% on the assessment measure linked to CLOs 1 and 2.	
How do you define success for the course level outcome? What is the benchmark for the Course Level Outcome?	Fall 2021 98% of students in the course achieve success on the CLO 1 assignment assessment measure 82% of students in the course achieve success on the CLO 2 assignment assessment measure Spring 2022 98% of students in the course achieve success on the CLO 1 assignment assessment measure 90% of students in the course achieve success on the CLO 2 assignment assessment measure	
How many students completed the assessment, and how many were successful?	Fall 2021 7 students assessed 7 successful (100% success rate)	Spring 4 students assessed 4 successful (100% success rate)

Academic Year Total (add the numbers from Fall and Spring)	11 students assessed 11 successful (100% success rate)	
Was the benchmark/goal for this academic year met?	Yes	Yes
Were standardized rubrics, tests, or checklists used?	Yes	Yes

5. What is your analysis of the findings?

For CLO 1, How to manage a multipage document, both semesters show a pass rate well over 80%. Our goals were met for this learning objective.

For CLO 2, How apply various principles of graphic design to manage type and visual elements in page layout, both semesters show a pass rate well over 80%. Our goals were met for this learning objectives.

6. What is the action plan for the upcoming academic year?

Explain.

I plan to continue to deliver hands-on, in-class lecture demonstrations that guide students through the digital page layout process of using industry standard graphic design software.