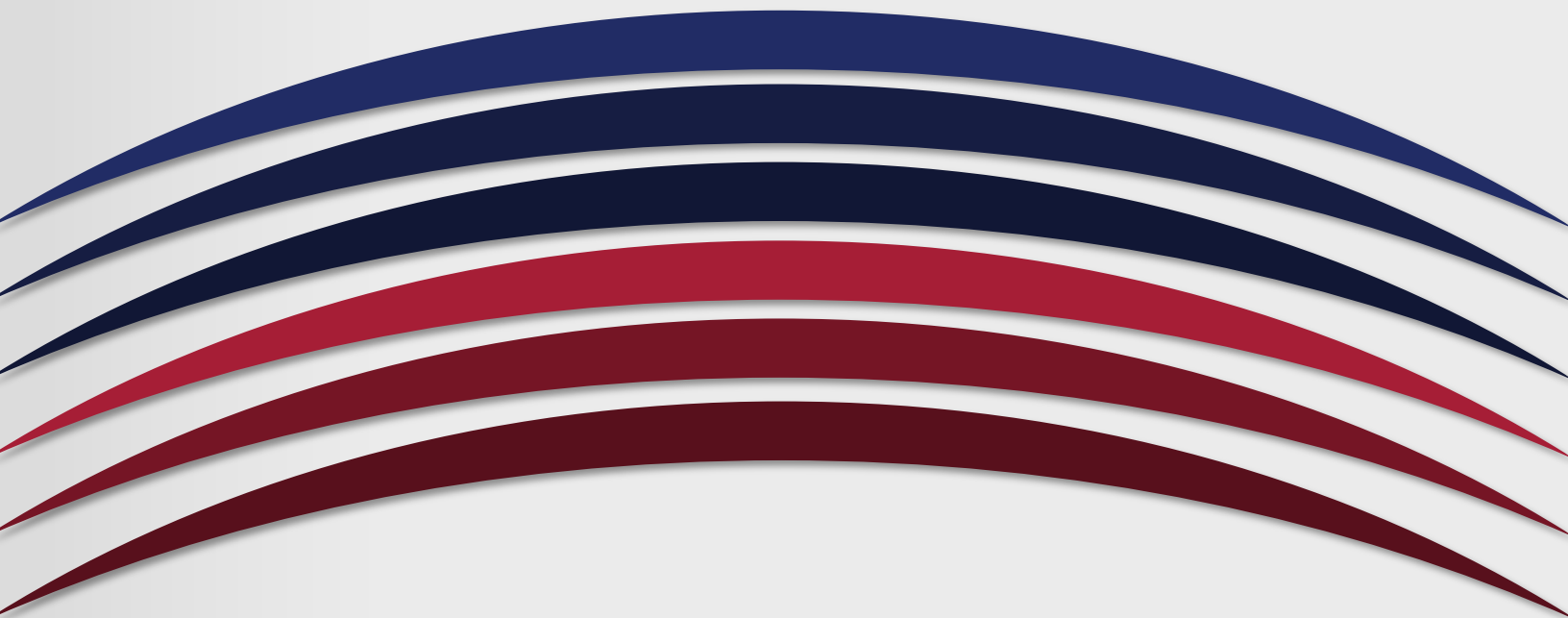# UNIVERSITY OF ARKANSAS
PULASKI TECH

Course-Level Assessment Report
Course: DMP2306
Academic Year: 2021-2022

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

1. Name of course: *DMP 2306 Graphic Design I*

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 demonstrate an understanding of:

1. How to appropriately apply the principles of design to multiple forms of digital media; graphic design, animation, motion graphics, illustration.
2. How to use industry standard graphic design software to create visually persuasive content.
3. The communicative qualities of the visual elements of design.

1. Which CLOs were addressed for the academic year?

CLO 2 How to use industry standard graphic design software to create visually persuasive content.

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

CLO 2 How to use industry standard graphic design software to create visually persuasive content.

3. 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)

- 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.

Assessment Methods- How did you assess student learning (define direct assessment methods used) in relation to the course level outcome being reported? *Note: If more than one assessment method was used, you may insert an additional row.*	*The CD/Album Cover Art assignment is the second assignment for the class that requires students to demonstrate an advanced to mastered understanding of how to manipulate digital imagery and apply graphic design principles in an effective and impactful way using industry standard computer graphics software to create visually persuasive compositions.* *This assignment is a good measurement tool for assessing an advanced to mastered ability to demonstrate CLO 2, in addition to DMP PLOs 2 and 3 because it requires students to demonstrate a culminative knowledge of how to manipulate digital imagery and apply graphic design principles in an effective and impactful way using both newly learned principles, tools, and techniques as well as, tools, principles, and techniques learned in DMP1304 Introduction to Computer Graphics, DMP1301 Introduction to Digital Media Production, and DMP1306 Digital Page Layout.* *CLO 1. Create visual elements for all three music cd versions that effectively align with the mood, genre of the artis, group, album theme.*

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% the assessment measure for CLO2*	
How do you define success **for the course level outcome? What is the benchmark for the Course Level Outcome?**	*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* *11 students assessed* *11 successful* *(100% success rate)*	*Spring* *No data* *(course not offered in the spring)*
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*	*NA*
Were standardized rubrics, tests, or checklists used?	*Yes*	*NA*

4. What is your analysis of the findings?

For CLO 2. How to use industry standard graphic design software to create visually persuasive content, the DMP2306 Graphic Design I class shows a pass rate of well over 80%. 11 students evaluated achieved a cumulative success rate of 90%. Our goals were met for this learning objective.

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

Continue to deliver hands-on, in-class lecture demonstrations that guide students through the process of using industry standard graphic design software to create visually persuasive content.