

UNIVERSITY OF ARKANSAS
PULASKI TECH

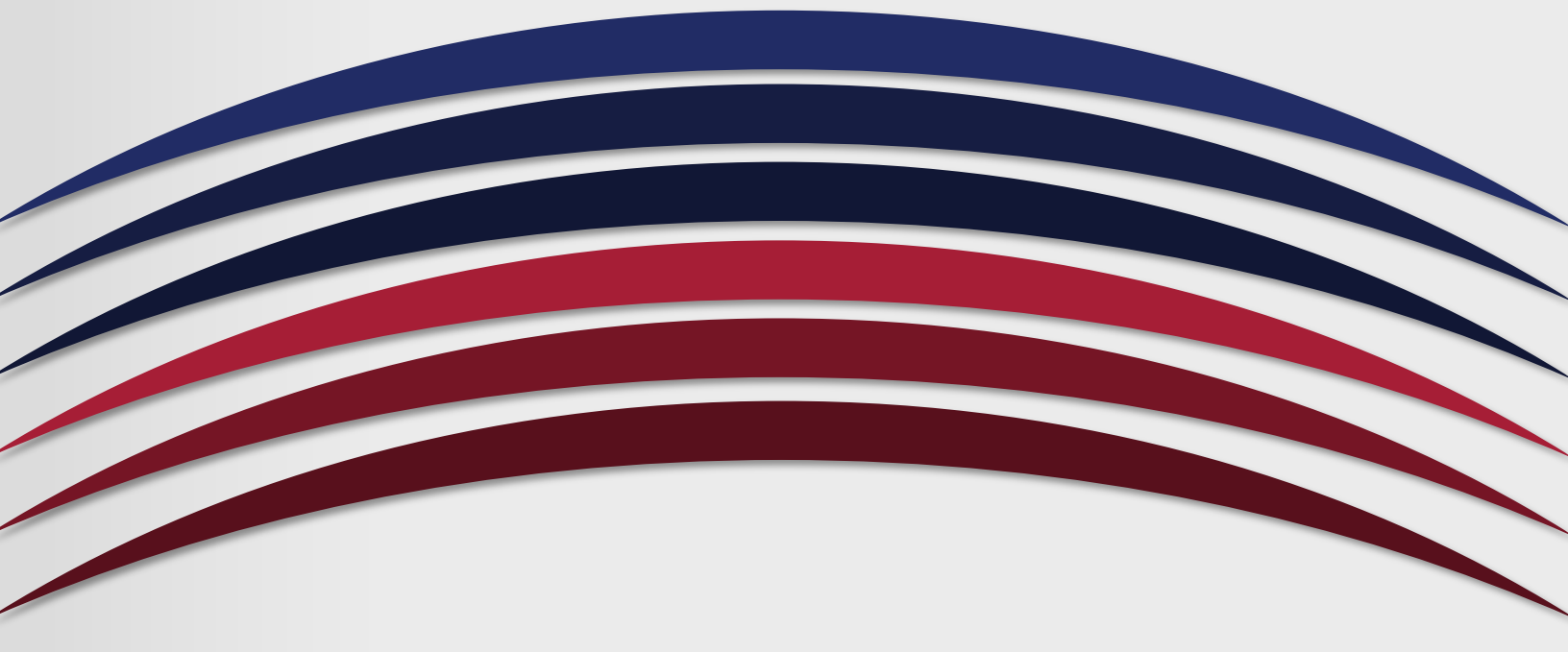
Course-Level Assessment Report

Course:

DMP 2316

Graphic Design II

Academic Year: 2021-2022



1. Name of course: DMP 2316 Graphic Design II
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)?

By the end of this course students will have completed a series of portfolio quality projects that demonstrate a strong skill set in the following areas of graphic design:

1. Visual identity and branding
2. Logo Design
3. Product package design
4. Page layout

2. Which CLOs were addressed for the academic year?

1. Visual identity and branding
2. Logo Design
3. Product package design
4. Page layout

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

- CLO 1. Visual identity and branding
CLO 3. Product Package Design

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>The product package design assignment is the second assignment for the class that requires students to demonstrate a master level 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.</p> <p>In this assignment students design a 3-dimensional product package. The package should demonstrate a confident understanding of the following considerations:</p> <ul style="list-style-type: none"> • environmental concerns, • using materials that function appropriately for the product,
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	<ul style="list-style-type: none"> • having customer appeal, • consideration for the surface graphics of all sides of the package, and • visual identity or product branding <p>This assignment is a good measurement tool for assessing a student's ability to demonstrate a master level understanding of CLOs 1 and 3, 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 previous DMP courses - DMP1304 Introduction to Computer Graphics, DMP1301 Introduction to Digital Media Production, DMP1306 Digital Page Layout, and DMP2306 Graphic Design I.</p> <p><i>CLO 1.</i> Package must incorporate supporting visual elements that relate contextually to the product's purpose and audience – logos, type, color pallet, supporting design elements.</p> <p><i>CLO 3.</i> Completed package design must demonstrate a strong understanding of the principles of composition layout on all sides of the final 3 - dimensional product package prototype.</p>	
Were indirect assessment methods also used to assess students? If 'yes', please describe the method used.	Yes <i>Assessments of student progress were made during face-to-face in-class critiques</i>	No
How do you define success for an individual student on the CLO assessment assignment or measure?	Student scores 80% on the assessment measures linked to the CLOs 1 and 3	
How do you define success for the course level outcome? What is the benchmark for the Course Level Outcome?	92% of students in the course achieve success on the CLO 1 assessment assignment or measure: Package must incorporate supporting visual elements that relate contextually to the product's	

	<p>purpose and audience – logos, type, color pallet, supporting design elements.</p> <p><i>92% of students in the course achieve success on the CLO assessment assignment or measure:</i></p> <p>Completed package design must demonstrate a strong understanding of the principles of composition layout on all sides of the final 3 - dimensional product package prototype.</p>	
How many students completed the assessment, and how many were successful?	<p>Fall</p> <p>No data for fall semester</p>	<p>Spring</p> <p>6 students assessed</p> <p>6 successful</p> <p>(100% success rate)</p>
Academic Year Total (add the numbers from Fall and Spring)	<p>6 students assessed</p> <p>6 successful</p> <p>(100% success rate)</p>	
Was the benchmark/goal for this academic year met?	NA	Yes
Were standardized rubrics, tests, or checklists used?	NA	Yes

5. What is your analysis of the findings?

For CLO 1. Visual identity and branding. The results for this semester show a pass rate well over 80% for all methods of course delivery. 6 students evaluated achieved an overall success rate of 92%. Our goals were met for this learning objective.

For CLO 2. Product Package Design. The results for this semester show a pass rate well over 80% for all methods of course delivery. 6 students evaluated achieved an overall success rate of 92%. Our goals were met for this learning objective.

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.

