

Academic Assessment Plan

(BA/ART)

(April 27, 2015)

Program Goals (3-4)

(Program goals are broad general statements of what the program intends to accomplish and describes what a student will be able to do after completing the program. The program goals are linked to the mission of the university and college.)

- 1. Prepare students for a career in artistic expression and commercial application in the visual arts and design.**
- 2. Provide a strong foundation in fundamental technical skills and conceptual thinking.**
- 3. Prepare students within each media area to apply and succeed at the graduate level, and/or entry into the professional field.**

Student Learning Outcomes (6-8)

(Student Learning Outcomes are defined in terms of the knowledge, skills, and abilities that students will know and be able to do as a result of completing a program. These student learning outcomes are directly linked to the accomplishment of the program goals.)

- 1. Develop a general knowledge of art concepts and technical skills.**
- 2. Develop a distinct skill set within their media area.**
- 3. Understand the history and criticism of visual art and design.**
- 4. Develop and appreciation for contemporary art practices theories and works.**

Process for Assessing each Student Learning Outcome

(A process must be defined and documented to regularly assess student learning and achievement of student learning outcomes. The results of the assessment must be utilized as input for the improvement of the program.)

1. Means of assessment and desired level of student achievement
Students take a capstone course specific to their media area. The course, ARTS 4923 Professional Development, expects students to produce a portfolio of their work for exhibition as a final research project along with an artist's statement and professional resume. Depending on the media area, a website is also required. These aspects of performance are then evaluated by faculty before students receive a grade and are permitted to proceed to graduation.
2. Reporting of results
Reports are generated by the faculty who then pass them along to the chair of the department who then communicates to the dean or they are assessed in the classes through the form of formal critiques, professional portfolios, and professional and public exhibitions.

Annual Academic Assessment Report

(Bachelor of Arts, Department of Art)

(May 10, 2016)

Report annually to the Dean of the college/school the following:

- Results of analysis of assessment of Student Learning Outcome
- Any changes to degree/certificate planned or made on the basis of the assessment and analysis
- Any changes to the assessment process made or planned

- 1. Develop a general knowledge of art concepts and technical skills**
- 2. Develop a distinct skill set within their media area**
- 3. Understand the history and criticism of visual art and design.**
- 4. Develop and appreciation for contemporary art practices theories and works**

Student Partial Name	1	2	3	4
Aine M. (print)	4	4	5	5
P. Rowe S. (print)	4	4	4	3
Aaron S. (photo)	5	5	4	5
Jamie E. (photo)	5	5	5	5
Hope M. (photo)	4	4	3	3
Sarah S. (photo)	4	5	2	3
Sterling K. (photo)	4	3	2	2
Alex B (graphic design)	4	3	n/a	3
Erica B (graphic design)	4	2	n/a	3
Kali D (graphic design)	3	1	n/a	3
Mary D (graphic design)	1	1	n/a	3
Elizabeth J (graphic design)	3	2	n/a	1

Student Partial Name	1	2	3	4
Ashlyn R (graphic design)	2	1	n/a	1
Lillian S (graphic design)	3	3	n/a	2
Sadie S (graphic design)	4	4	n/a	3
Laura T (graphic design)	5	3	n/a	3
JP T (graphic design)	4	2	n/a	3
Courtney U (graphic design)	5	5	n/a	5
Randall W (graphic design)	5	5	n/a	5
Sarah W (graphic design)	5	5	n/a	5
Ben W (graphic design)	3	2	n/a	3
	56	44		44

□ **Results of analysis of assessment of Student Learning Outcome**

We polled a sampling of students in the ARTS 4923 Professional Development course from the graphic design, printmaking and photography areas. The graphic design section is a stand-alone course, while the printmaking and photography are combined section classes. These 21 students were reviewed by the three faculty. Students are given a value of 5 (best) through 1 (worst) per each of the four criteria.

1. Develop a general knowledge of art concepts and technical skills

Printmaking: Two 4s

Photography: Two 5s, Three 4s

Graphic Design: Four 5s, Four 4s, Four 3s, One 2, One 1

2. Develop a distinct skill set within their media area

Printmaking: Two 4s

Photography: Three 5s, One 4, One 3

Graphic Design: Three 5s, One 4, Three 3s, Four 2s, Three 1s

3. Understand the history and criticism of visual art and design. (n/a for graphic design)

Printmaking: One 5, One 4

Photography: One 5, One 4, One 3, Two 2s

Graphic Design: n/a. *History and criticism are covered in History of Graphic Design rather than Professional Development for all students focusing on graphic design.*

4. **Develop and appreciation for contemporary art practices theories and works**

Printmaking: One 5, One 3

Photography: Two 5s, Two 3s, One 2

Graphic Design: Three 5s, Eight 3s, One 2, Two 1s

Any changes to degree/certificate planned or made on the basis of the assessment and analysis

We do not see the need for changes as a result of this assessment plan, though the BA degree is undergoing departmental review and is part of an ongoing accreditation process, both of which will result in changes to the degree. The discontinuation of the ARTS 4923 Professional Development course as part of the BA is probable and being studied by the Art Department's BA committee.

The new BFA in Graphic Design degree will be the only option for graphic design students, which will remove the graphic design area as part of this BA assessment.

Any changes to the assessment process made or planned

The discontinuation of the ARTS 4923 Professional Development course as a part of the BA is probable and being studied by the Art Department's BA committee. In addition, the BA program is also being studied in preparation for a much-needed redefinition and refinement. This will certainly affect how the BA assessment is conducted.