Unit Course Assessment Report - Four Column

Guam Community College
Visual Communications AS

Mission Statement: Our mission is to provide the Visual Communications industry with students possessing the neccessary attitude, skills and knowledge to be effective contributers.

Vision Statement: To provide students with enough knowledge and experience in the Visual Communications industry to become valued and sought after talent.

Course SLO Description	Means of Assessment & Criteria (Written in %) / Tasks	Data Collection Status/Summary of Results	Use of Summary Result & Implementation Status
Visual Communications AS - VC125 (formerly VC121) - Digital Graphics: Photoshop ® - Vocabulary SLO#1 - SLO#1 AY08-09: Upon completion of this course, students will be able to understand and use the vocabulary of PhotoShop activity. (Created **Start Date:** 10/13/2008 **End Date:** 03/08/2010 **Course Outcome Status:** Completed the Assessment Cycle **Capstone Course/CTE Related Course:** N/A	**Artifact/Instrument/Rubric/Method/Tool Description:** Students will demonstrate their understanding of PhotoShop tools and vocabulary on an examination. **Type of Artifact/Instrument/Rubric/Method/Tool:** Faculty-developed tests **Criterion (Written in %):** 100% of the students will demonstrate they understand PhotoShop tools and vocabulary by scoring 75% or better on a mid-term evaluation. **Related Documents:** Assessment VC125 October	12/11/2008 - 100% of the 20 students demonstrated they undertstand PhotShop tools and vocabulary on a mid-term examination given on October 2, 2008. (N=20) **Summary of Result Type:** Criterion Met **Data Collection Status/Summary of Result Status:** Closed **Budget Implications:** No budget impact	10/08/2009 - The Instructor for VC125 has determined that the best way to teach the vocabulary is going step by step through the procedures outlined in the textbook while the students are executing the commands on their assigned computer. Then, the vocabulary is reinforced after each lesson. **Implementation Status:** 10/08/2009 - The Instructor is currently using this system of instruction effectively.
Visual Communications AS - VC165 (formerly VC162) - Digital Editing: Final Cut Pro - Create Video Project - SLO#6 AY08-09: Upon successful completion of this course, students will be able to cut up shots and build video sequence of shots. (Created By **Start Date:** 10/13/2008 **End Date:** 03/08/2010 **Course Outcome Status:** Currently being assessed	**Artifact/Instrument/Rubric/Method/Tool Description:** Students will design and construct a video project. **Type of Artifact/Instrument/Rubric/Method/Tool:** Course Projects **Criterion (Written in %):** 80% of the students will obtain a score of 26 or higher on the video project rubrics. **Related Documents:** Assessment VC165 Rubrics.doc	12/03/2008 - While 4 of 5 students (80%) who submitted their final video project scored higher than 26 points on the rubrics scale, three other students did not complete their video project. Therefore, 50% of the total of 8 students did not meet the criteria for success. **Summary of Result Type:** Criterion Not Met **Data Collection Status/Summary of Result Status:** Closed **Budget Implications:** No budget impact **Notes:** The Department Chair will replace the	

Course SLO Description	Means of Assessment & Criteria (Written in %) / Tasks	Data Collection Status/Summary of Results	Use of Summary Result & Implementation Status
		adjunct Instructor for video courses.	
Visual Communications AS - VC298 - Cooperative Education/Work Learn - Working with Others - SLO#2 AY08-09: Upon completion of this course, students will be able to work harmoniously with co-workers, clients, and supervisors. (Created By Visual Communications AS) **Start Date:** 10/13/2008 **End Date:** 03/10/2010 **Course Outcome Status:** Completed the Assessment Cycle **Capstone Course/CTE Related Course:** N/A	**Artifact/Instrument/Rubric/Method/Tool Description:** The client will rate the student from 0 to 4 on a rubrics scale at the end of the coop experience in the following areas: intitative, cooperativeness, adaptability, dependability, tact, courtesy, personal appearance, ability to follow directions, ability to accept correction, ability to work as a team player, ability to file reports on time for work, and the ability to ask questions. **Type of Artifact/Instrument/Rubric/Method/Tool:** Internship/Co-op/Practicum Evaluation **Criterion (Written in %):** 70% of the students will be rated an average of 3.0 or greater by the employer in the final evaluation of: intitative, cooperativeness, adaptability, dependability, tact, courtesy, personal appearance, ability to follow directions, ability to accept correction, ability to work as a team player, ability to file reports on time for work, and the ability to ask questions. **Related Documents:** Assessment VC298 & MK298.doc	05/12/2009 - Three students completed VC298 during the Spring semester of 2009. All three (100%) scored better than 70% on the rubrics scale. (N=3) **Summary of Result Type:** Criterion Met **Data Collection Status/Summary of Result Status:** Course Level Data Collection Status **Budget Implications:** No budget impact	05/12/2009 - The average score of 3.83 out od 4.0 possible indicates that the students are transitioning well into the world of work. What we have learned is that students need to develop "soft skills" before they enter the workplace. Students have the opportunity to develop these skills while performing projects for Industry clients in the MK224, Advertising course, the VC201, Project Management course, and the VC298, Work Experience course before they graduate. **Implementation Status:** 03/10/2010 - Students are now able to develop "soft" or "people" skills in the 3 courses.
		02/27/2009 - Only one student completed VC298 in the Fall 2008 semester. That student averaged 2.82 on the rubric scale, slighly below the anticipated 3.0. (N=1) **Summary of Result Type:** Criterion Not Met **Data Collection Status/Summary of Result Status:** Course Level Data Collection Status **Budget Implications:** No budget impact	05/05/2009 - This assessment is a measure of the Industry's opinion of how well the Visual Communications courses are teaching the "soft skills" necessary for a successful career. **Implementation Status:** 03/10/2010 - Students are now able to develop "soft" or "people" skills in the 3 courses.