Unit 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.

Student Learning Outcomes (SLOs)	Means of Assessment & Criteria (Written in %) / Tasks	Data Collection Status/Summary of Results	Use of Summary Result & Implementation Status
Visual Communications AS - AY06-07 SLO#1 MAC OS Basics - Students will display basic knowledge of the MAC OS **Program Level SLO Domain Types:** SLO-Cognitive outcomes **Start Date:** 09/20/2006 **End Date:** 03/12/2007 **SLO Status:** Not currently being assessed	**Artifact/Instrument/Rubric/Method/Tool Description:** Objective Examination **Type of Artifact/Instrument/Rubric/Method/Tool:** Lab/Skills Test **Criterion (Written in %):** 80% of the students will score 75% or better on the exam, indicating mastery of the MAC OS system. **Anticipated Use of Assessment Result:** Correlation of the students'' responses will indicate areas of study that need to be re-taught and/or emphasized in the future. **Related Documents:** AS in VisCom Rubrics	03/01/2007 - 70% of the 10 students who took the exam scored 75% or better. **Summary of Result Type:** Distinction/strength **Data Collection Status/Summary of Result Status:** Open **Budget Implications:** No budget impact **Notes:** Refer to course SLO result below.	03/02/2007 - Considering there was one Special Needs student in the class, the results indicate a normal distribution of grades. No one area stood out as being a weakness in instruction. The adjunct Instructor was given a video enlightening him of the learning characteristics of the Special Needs Student and he was invited to attend training on teaching Special Needs Students.
	Task Name: Implementation Status **Task Description:** The adjunct Instructor was been offered additional training in teaching students with disabilities. Instructors are alerted to specific needs of students via the "Disability Certification For Faculty" from the Accommodative Services Coordinator. Extra "open lab" time (in addition to the 4 hours per week available for all students) is now available to students who need it. The Office of Accommodative Services is providing tutors for students with disabilities. In some cases, the Ofiice of Accommodative Services is purchasing		

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	hardware and software for students to learn outside GCC facilities.		
Visual Communications AS - AY06-07 SLO#2 Map - Students will demonstrate their knowledge and skill using Illustrator to make a digital map. **Program Level SLO Domain Types:** SLO-Behavioral outcomes **Start Date:** 10/06/2006 **End Date:** 03/12/2007 **SLO Status:** Not currently being assessed	**Artifact/Instrument/Rubric/Method/Tool Description:** Students will make a digital map using Illustrator. **Type of Artifact/Instrument/Rubric/Method/Tool:** Course Projects **Criterion (Written in %):** 80% of the students will obtain an average score of 3.5 or above on a rubrics scale of 4.0 **Anticipated Use of Assessment Result:** Assessment results wil indicate if students are able to use Illustrator tools to perform a task typical of a digital designer. Instruction will be adjusted in order that all students can perform all the tasks. **Related Documents:** Map	03/01/2007 - 0 % of the 7 students obtained a score of 3.5 or better on the rubrics. **Summary of Result Type:** Problem/limitation **Data Collection Status/Summary of Result Status:** Open	03/02/2007 - The adjunct Instructor failed to follow the rubrics for this assignment. Before the Fall semester, the Department Chair will go over the assignment again with the Instructor and provide her with samples of the expected outcome.
	Task Name: Implementation Status **Task Description:** For the last assessment, the adjunct instructor did not follow the assignment and rubrics. That Instructor has been replaced. The Department Chair will orient the new Instructor to the assignment.		
Visual Communications AS - AY06-07 SLO#3 Student Survey - Students will indicate satisfaction with the Visual Communications Program. **Program Level SLO Domain Types:** SLO-Affective outcomes **Start Date:** 09/20/2006	**Artifact/Instrument/Rubric/Method/Tool Description:** Student survey. **Type of Artifact/Instrument/Rubric/Method/Tool:** Student Satisfaction Survey **Criterion (Written in %):** 80% of the students surveyed will, by rating	03/01/2007 - 43% of the 7 students surveyed are confident they can work in the visual communications field. 86% of the 7 students surveyed indicate that visual communications has helped them explore their creative talents. 86% of the 7 students surveyed indicate that visual communications classes have helped them learn to communicate better. 95% of the 7 students	03/02/2007 - The curriculum has just undergone a major revision which will improve instruction in all areas. While 43% of the students did not indicate a high level of confidence they can work in the visual communications field, 95% of the students felt their courses were

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End Date: 03/12/2007 **SLO Status:** Not currently being assessed	both questions number 1 and number 3 a 4 or above, indicate that they are confident they can work in the visual communications field. 70% of the students surveyed will, by answering question number 5 with a rating of 4 or above, indicate that visual communications has helped them explore their creative talents. 65% of the students surveyed will, by answering question number 6 with a 4 or above, indicate that visual communications has helped them communicate more effectively. 90% of all student responses as to how beneficial courses were will rate 3 or above. **Anticipated Use of Assessment Result:** Student responses will indicate the level to which the students feel qualified/motivated to work in the visual communications field; and, the degree to which students perceive they are better able to communicate and express their creative talents. Students'' rating of how beneficial individual courses were will influence curriculum review. **Related Documents:** Student Survey AS VisCom.doc	surveyed believe that their visual communications classes were beneficial. **Summary of Result Type:** Distinction/strength **Data Collection Status/Summary of Result Status:** Open	beneficial. This may indicate the survey instrument was flawed. The survey will be changed the next time around. The department will continue to place emphasis on the creative aspects of visual communications and using technology to communicate effectively.
Visual Communications AS - AY04-05 Students will complete projects in analog or electronic format. - Students will demonstrate proficiency in the use of Illustrator digital tools. **Program Level SLO Domain Types:** SLO-Behavioral outcomes **Start Date:** 08/16/2004	**Artifact/Instrument/Rubric/Method/Tool Description:** Skills measurement project **Criterion (Written in %):** A score of 4 will be achieved by 75% or more of class on a rubric scale (0-4) **Anticipated Use of Assessment Result:** Review the course and get feedback from instructor and students.		

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End Date: 10/03/2005 **SLO Status:** No longer a desired outcome			
Visual Communications AS - AY04-05 Students will have a positive perception of our program. - null			
Visual Communications AS - AY04-05 Students will identify and master software tools and palettes and demonstrate basic techniques and actions. - What do our students know? Are students completing our courses with enough (or the right) knowledge to continue on to the next course level? And how consistent are we? Are we doing enough to ensure that students, from semester to semester, are receiving the same information. We plan to use this SLO to determine this. Students will identify and master software tools and palettes and demonstrate basic techniques and actions. **Program Level SLO Domain Types:** SLO-Cognitive outcomes **Start Date:** 08/16/2004 **End Date:** 10/03/2005 **SLO Status:** No longer a desired outcome	**Artifact/Instrument/Rubric/Method/Tool Description:** Department designed test. **Criterion (Written in %):** 80% or better achieved by 75% or more of class. **Anticipated Use of Assessment Result:** Review course guide and obtain feedback form isntructor and students.		
Visual Communications AS - AY05-06 VisCom Attitude survey - Students will express their opinons on the quality of acquired knowledge gained from the Visual Communications program. **Program Level SLO Domain Types:** SLO-Affective outcomes **Start Date:** 10/03/2005	**Artifact/Instrument/Rubric/Method/Tool Description:** A focus group of potential graduates will be brought together from the VC292 Practicum course and questioned on the quality of acquired knowledge gained from the program. A list of questions for the focus group to answer will be prepared.		

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End Date: 12/10/2005 **SLO Status:** No longer a desired outcome	**Criterion (Written in %):** Graduating VisCom majors will rate their own satisfaction level of their VisCom training. 80% will agree that their knowledge level is at the intermediate or better level. **Anticipated Use of Assessment Result:** The results will be used to evaluate the program and determine whether recent changes made to the program are in the right direction.		
	Task Name: Implementation Status **Task Description:** The last survey of students pointed up one weakness - they weren't confident they were prepared for employment in the field. Now, the students in both VC201, Project Management, and MK224, Advertising, which is also a requirement for an Asociate of Science in Visual Communications, will perform print, video and web projects for either Private Sector clients or non-profit organizations. Artifacts from these classes will be rated by the client and the Advisory Committees. This will give the students transitioning from an academic environment to the workplace confidence they have been "armed" with the skills to succeed.		
Visual Communications AS - AY05-06 VisCom Final Project - As part of a group project, students will create an ad campaign that will encompass material produced in Print, Web and Video and will present their material through an electronic presentation with hard copy materials. **Program Level SLO Domain Types:** SLO-Behavioral outcomes	**Artifact/Instrument/Rubric/Method/Tool Description:** Students in VC201 Project Management will present their project to a group of evaluators who will use a rubric to assess each group's overall presentation. **Criterion (Written in %):** 80% of students will have received a satisfactory or better rating on their presentations.		

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Start Date: 01/15/2006 **End Date:** 05/15/2006 **SLO Status:** No longer a desired outcome	**Anticipated Use of Assessment Result:** The results will be used to evaluate the program and determine whether recent changes made to the program are in the right direction.		
Visual Communications AS - AY 08-09 SLO #2 Map - Students will demonstrate their knowledge and skill using Illustrator to make a digital map. **Program Level SLO Domain Types:** SLO-Behavioral outcomes **Start Date:** 10/13/2008 **End Date:** 03/10/2010 **SLO Status:** Currently being assessed	**Artifact/Instrument/Rubric/Method/Tool Description:** Students will make a digital map using Illustrator. **Type of Artifact/Instrument/Rubric/Method/Tool:** Course Projects **Criterion (Written in %):** 80% of the students will obtain an average score of 3.5 or above on a rubrics scale of 4.0. (See Documents for rubrics.) **Anticipated Use of Assessment Result:** Results will assess students ability to use the enhanced tools of CS3 Illustrator software.		
Visual Communications AS - AY 08-09 SLO #3 Student Survey - Students will indicate satisfaction with the Visual Communications Program. **Program Level SLO Domain Types:** SLO-Affective outcomes **Start Date:** 10/13/2008 **End Date:** 03/10/2010 **SLO Status:** Currently being assessed	**Artifact/Instrument/Rubric/Method/Tool Description:** Student Survey **Type of Artifact/Instrument/Rubric/Method/Tool:** Student Satisfaction Survey **Criterion (Written in %):** 80% of the students surveyed will, by rating both questions number 1 and number 3 a 4 or above, indicating that they are confident they can work in the visual communications field. 70% of the students surveyed will, by answering question number 5 with a rating of 4 or above, indicate that visual communications has helped them explore their creative talents. 65% of the students surveyed will, by answering question number 6 with a 4 or above, indicate that		

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	visual communications has helped them communicate more effectively. 90% of all student responses as to how beneficial courses were will rate 3 or above. **Anticipated Use of Assessment Result:** This survey will tell us if students have had enough successful interaction with the workplace to feel confident in their abilities; if the visual communications courses allow for creativity; and if there is sufficient instruction in crafting digital presentations.		
Visual Communications AS - AY08-09 SLO#1 MAC OS Basics - Students will display basic knowledge of the MAC OS **Program Level SLO Domain Types:** SLO-Cognitive outcomes **SLO Status:** Currently being assessed			
Visual Communications AS - 2011-2012 Catalog SLO#1 - SLO#1 FA-SP: Upon successful completion of the AS in Visual Communications program, students will be able to Enter digital publishing, Internet, web media design and video production industries. **Program Level SLO Industry National Certification:** N/A			
Visual Communications AS - 2011-2012 Catalog SLO#2 - SLO#2 FA-SP: Upon successful completion of the AS in Visual Communications program, students will be able to apply the visual elements of line, shape, value, color, texture, typography and space in the creation of visual products.			

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Program Level SLO Industry National Certification: N/A			
Visual Communications AS - 2011-2012 Catalog SLO#3 - SLO#3 FA-SP: Upon successful completion of the AS in Visual Communications program, students will be able to create materials using desktop publishing applications for print. **Program Level SLO Industry National Certification:** N/A			
Visual Communications AS - 2011-2012 Catalog SLO#4 - SLO#4 FA-SP: Upon successful completion of the AS in Visual Communications program, students will be able to plan, record and edit video productions. **Program Level SLO Industry National Certification:** N/A			
Visual Communications AS - 2011-2012 Catalog SLO#5 - SLO#5 FA-SP: Upon successful completion of the AS in Visual Communications program, students will be able to produce and edit photographic and scanned images. **Program Level SLO Industry National Certification:** N/A			
Visual Communications AS - 2011-2012 Catalog SLO#6 - SLO#6 FA-SP: Upon successful completion of the AS in Visual Communications program, students will be able to work effectively as a team member to achieve creative decisions.			

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Program Level SLO Industry National Certification: N/A			
Visual Communications AS - 2011-2012 Catalog SLO#7 - SLO#7 FA-SP: Upon successful completion of the AS in Visual Communications program, students will be able to work with customers and clients of visual production companies to develop visual advertising and public information products and programs. **Program Level SLO Industry National Certification:** N/A			