

Q1.

Please complete the program assessment plan. The format is similar to the one for the 2016 plans. If you need assistance, please contact the Office of Assessment. You can enter the data and return to complete, using the same computer and original link. Once you submit, that action is final. You will receive a copy of your submittal.

Be sure to review academic program outcomes for appropriate rigor (Bloom's taxonomy) and assessable results. Avoid vague or general statements that cannot be quantified or measured.

The update of Academic Program Assessment Plans (AY 2019-2021) are due by September 30, 2019.

Q2. Person completing the report

Jennifer Edmonds

Q3. Email address of person completing the report

jedmonds@georgian.edu

Q4. Program Name

Graphic Design & Multimedia

Q5. School or Department

- School of Arts and Sciences
- School of Business and Digital Media
- School of Education
- other, please specify

Q6. Level of Program

- Undergraduate Major
- Graduate-Masters
- Graduate-certificate only
- Undergraduate-University wide
- other, please specify

Q7. Assessment Plan for years

- Fall 2019 through Fall 2022
- Fall 2020 through Fall 2023
- Fall 2021 through Fall 2024

Q8. Indicate the name of the major(s), minor(s), and the associated degree(s) for this academic program.

| | |
|-----------|---|
| Major(s) | Digital Design, Graphic Design & Multimedia |
| Degree(s) | BA, BFA |
| Minor(s) | |

Q9. State your learning outcomes

- Learning Outcome (LO) 1
Students will demonstrate a global view of design theory and practice.
- Learning Outcome (LO) 2
Students will demonstrate a professional skill through the application of theory and practice.
- Learning Outcome (LO) 3
Students will be fluent and flexible in designing for print and electronic media.
- Learning Outcome (LO) 4
Students will demonstrate understanding of the requirements of professional practice and the necessary skills to join the graphic and multimedia design communities.
- Learning Outcome (LO) 5
Students will develop effective oral communication and presentation skills.

Q10. Related USLG-Undergraduate Student Learning Goals. Align the program learning outcomes stated above with the associated USLG.

| | Foundational Knowledge of Human Cultures and the Physical and Natural World | Intellectual and Practical Skills | Personal and Social Responsibility | Integrative Learning | Mastery of a Defined Body of Knowledge at a Baccalaureate Level |
|--------------------|---|-------------------------------------|------------------------------------|-------------------------------------|---|
| Learning Outcome 1 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Learning Outcome 2 | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Learning Outcome 3 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Learning Outcome 4 | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Learning Outcome 5 | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q11. Related GSLG-Graduate Student Learning Goals. Align the learning outcomes stated above with the associated GSLG.

This question was not displayed to the respondent.

Q12. Related BRIDGE-General Education Goals

This question was not displayed to the respondent.

Q13. Related Accreditation Standard (if applicable)

Learning Outcome (LO) 1

Learning Outcome (LO) 2

Learning Outcome (LO) 3

Learning Outcome (LO) 4

Learning Outcome (LO) 5

Q14. Course Mapping. Program Courses and Experiential Learning mapping to Program Outcomes. Map all program courses to the program's learning outcomes here. List courses with short catalog name, i.e. EN101. Please check to see if all program courses are mapped to at least one program outcome.

How do students learn this? In what course(s) and/or co-curricular experience(s)?

Learning Outcome (LO) 1

Learning Outcome (LO) 2

Learning Outcome (LO) 3

Learning Outcome (LO) 4

Learning Outcome (LO) 5

Q15.
Formative Assessment will occur in.....
(Designate the selected course from above mapping where evidence will be collected.)

Learning Outcome (LO) 1

GD111, GD114

Learning Outcome (LO) 2

GD112, GD213, GD226

Learning Outcome (LO) 3

GD213, GD322

Learning Outcome (LO) 4

GD226, GD322

Learning Outcome (LO) 5

GD114, GD322

Q16.

Summative Assessment will occur in.....

(Designate the selected course from above mapping where evidence will be collected.)

Learning Outcome (LO) 1

GD422, GD430, GD/MM440

Learning Outcome (LO) 2

GD422, GD429, GD/MM441

Learning Outcome (LO) 3

GD/MM440, GD/MM441

Learning Outcome (LO) 4

GD422, GD428, GD430

Learning Outcome (LO) 5

GD422, GD428, GD429

Q17. **Assessment Protocol.** How and when do you assess the achievement of all students in your program before they graduate and record the results of your assessment.

Formative Assessment

| | LO 1 | LO2 | LO3 | LO4 | LO5 |
|-------------------|---|---|---|---|---|
| Direct Evidence | course projects and other activities assessed via rubric;analysis of exam results by content area | course projects and other activities assessed via rubric;analysis of exam results by content area | course projects and other activities assessed via rubric;analysis of exam results by content area | course projects and other activities assessed via rubric;analysis of exam results by content area | oral presentation and written assignments assessed via rubric |
| Indirect Evidence | course evaluation feedback | course evaluation feedback | course evaluation feedback | course evaluation feedback | course evaluation feedback |

Q18. **Assessment Protocol.** How and when do you assess the achievement of all students in your program before they graduate and record the results of your assessment.

Summative Assessment

| | LO 1 | LO2 | LO3 | LO4 | LO5 |
|-------------------|--|--|--|---|--|
| Direct Evidence | course projects and other activities assessed via rubric | course projects and other activities assessed via rubric | course projects and other activities assessed via rubric | course projects and other activities assessed via rubric; supervisor evaluation | oral presentation and written assignments assessed via rubric; supervisor evaluation |
| Indirect Evidence | course evaluation feedback | course evaluation feedback | course evaluation feedback | course evaluation feedback | course evaluation feedback |

Q19. What do you consider satisfactory achievement of this outcome? Why?

Formative Assessment

| | LO 1 | LO2 | LO3 | LO4 | LO5 |
|-----------------------------|--|---|---|---|---|
| Direct Evidence Benchmark | at least 80% of students should perform at the developing level or better on rubric scale (2 out of 4) | at least 80% of students should perform at the developing level or better on rubric scale | at least 80% of students should perform at the developing level or better on rubric scale | at least 80% of students should perform at the developing level or better on rubric scale | at least 80% of students should perform at the developing level or better on rubric scale |
| Indirect Evidence Benchmark | consistent with previous and University ratings | consistent with previous and University ratings | consistent with previous and University ratings | consistent with previous and University ratings | consistent with previous and University ratings |

Q20. What do you consider satisfactory achievement of this outcome? Why?

Summative Assessment

| | LO 1 | LO2 | LO3 | LO4 | LO5 |
|-----------------------------|--|---|---|--|--|
| Direct Evidence Benchmark | at least 80% of students should perform at the accomplished level or better on rubric scale (3 out of 4) | at least 80% of students should perform at the accomplished level or better on rubric scale | at least 80% of students should perform at the accomplished level or better on rubric scale | at least 80% of students should perform at the accomplished level or better on rubric scale (3 out of 4); at least 80% of students should receive a rating of 4 or greater from their supervisor | at least 80% of students should perform at the accomplished level or better on rubric scale (3 out of 4); at least 80% of students should receive a rating of 4 or greater from their supervisor |
| Indirect Evidence Benchmark | consistent with previous and University ratings | consistent with previous and University ratings | consistent with previous and University ratings | consistent with previous and University ratings | consistent with previous and University ratings |

Q21. Program Assessment Time Frame: Time Frame for Assessing the outcome.

Indicate the year of the plan where the data will be analyzed. Also indicate if data will be collected annually. This is helpful for gathering assessment artifacts from small classes or groups.

| | Year 1 of Plan | Year 2 of Plan | Year 3 of Plan | Data collected annually |
|--------------------|-------------------------------------|-------------------------------------|--------------------------|-------------------------------------|
| Learning Outcome 1 | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Learning Outcome 2 | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

Learning Outcome 3
Learning Outcome 4
Learning Outcome 5

Location Data

Location: ([40.088104248047, -74.196296691895](#))

Source: GeoIP Estimation

