2013-2014 Assessment Cycle

Assessment Plan

Mission Statement

Learning Outcomes and Measures

Communication Art and Design Outcome Set

Learning Outcome

Demonstrate design terminology and concepts

Undertand general advertising design industry terminology and concepts

Measure: Skills USA/PrintED Advertising and Design
Program level; Direct - Exam

Details/Description:
Acceptable Target: national average
Ideal Target: > national average
Implementation Plan (timeline): Spring 14
Key/Responsible Personnel:

Demonstrate mechanical skills

Demonstrate mechanical skills by re-creating a given advertisement/design on the computer within a specified amount of time

Measure: Skills USA/PrintED Advertising and Design
Program level; Direct - Exam

Details/Description:
Acceptable Target: national average
Ideal Target: > national average
Implementation Plan (timeline): Spring 14
Key/Responsible Personnel:

Measure: Skills USA/PrintED Advertising and Design
Program level; Direct - Exam

Details/Description:
Acceptable Target: national average
Ideal Target: > national average
Implementation Plan (timeline): Spring 14
Key/Responsible Personnel:

Demonstrate effective page layout

Measure: Skills USA/PrintED Advertising and Design
Program level; Direct - Exam

Details/Description:
Acceptable Target: national average
Ideal Target: > national average
Implementation Plan (timeline): Spring 14
Key/Responsible Personnel:

created with taskstream

Demonstrate the ability to complete image capture

Measure: Skills USA/PrintED Advertising and Design
Program level; Direct - Exam

Details/Description:
Acceptable Target: national average
Ideal Target: > national average
Implementation Plan (timeline): Spring 14
Key/Responsible Personnel:

Demonstrate Digital Illustration

Measure: Skills USA/PrintED Advertising and Design
Program level; Direct - Exam

Details/Description:
Acceptable Target: national average
Ideal Target: > national average
Implementation Plan (timeline): Spring 14
Key/Responsible Personnel:

Understand type as it applies to advertizing and design

Measure: Skills USA/PrintED Advertising and Design
Program level; Direct - Exam

Details/Description:
Acceptable Target: national average
Ideal Target: > national average
Implementation Plan (timeline): Spring 14
Key/Responsible Personnel:

created with taskstream