

Assessment Plan 2023-2024  
 Communication Design

Academic year 2023-2024  
 Communication Design Learning Outcomes

Technical Skill

Students will be evaluated on technical skills (including software proficiency, craftsmanship and production techniques) during an annual portfolio review.

MEASURES	RESULTS	ACTIONS
<p><b>Software Proficiency</b></p> <p>Students will be assessed during an annual advisory committee portfolio review for proficiency in industry standard software.</p> <p>Implementation Plan (timeline)            Spring</p> <p>Key/Responsible Personnel            Andrea White/Cailey Birchem</p> <p>Direct - Portfolio</p> <p><i>Portfolio II: COAR 2524</i></p> <p><b>Target</b></p> <p>70% of students will score a 8/10 or better.</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>
<p><b>Craftsmanship</b></p> <p>Students will be assessed during an annual advisory committee portfolio review on their technical and manual craftsmanship.</p> <p>Implementation Plan (timeline)            Spring</p> <p>Key/Responsible Personnel            Andrea White/Cailey Birchem</p> <p>Direct - Portfolio</p> <p><i>Portfolio II: COAR 2524</i></p> <p><b>Target</b></p> <p>70% of students will score a 8/10 or better.</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>
<p><b>Production Techniques</b></p> <p>Students will demonstrate proficiency with various production techniques, to be assessed annually at our program Advisory Committee portfolio review.</p> <p>Implementation Plan (timeline)            Spring</p> <p>Key/Responsible Personnel            Andrea White/Cailey Birchem</p> <p>Direct - Portfolio</p> <p><i>Portfolio II: COAR 2524</i></p> <p><b>Target</b></p> <p>70% of the students will achieve a score of 8 or above.</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

Design Process

Students will be evaluated on design process (including demonstration of elements and principles, creative problem solving, and evidence of process) during an annual portfolio review.

MEASURES	RESULTS	ACTIONS
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**Communication Design**

<p><b>Elements and Principles of Design</b></p> <p>Students will demonstrate proficiency with the elements and principles of design, creating appealing design solutions, to be assessed annually at our program Advisory Committee portfolio review.</p> <p>Implementation Plan (timeline) Spring</p> <p>Key/Responsible Personnel Andrea White/Cailey Birchem</p> <p>Direct - Portfolio</p> <p><i>Portfolio II: COAR 2524</i></p> <p><b>Target</b></p> <p>70% of students will achieve a score of 8 or above.</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>
<p><b>Creative Problem Solving</b></p> <p>Students will demonstrate creative problem solving, to be assessed annually at our program Advisory Committee portfolio review.</p> <p>Implementation Plan (timeline) Spring</p> <p>Key/Responsible Personnel Andrea White/Cailey Birchem</p> <p>Direct - Portfolio</p> <p><i>Portfolio II: COAR 2524</i></p> <p><b>Target</b></p> <p>70% of students will achieve a score of 7 or above.</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>
<p><b>Evidence of Process</b></p> <p>Students will demonstrate a thorough process as evidenced by sketches, thumbnails and discussion; to be assessed annually at our program Advisory Committee portfolio review.</p> <p>Implementation Plan (timeline) Spring</p> <p>Key/Responsible Personnel Andrea White/Cailey Birchem</p> <p>Direct - Portfolio</p> <p><i>Portfolio II: COAR 2524</i></p> <p><b>Target</b></p> <p>70% of students will achieve a score of 7 or above.</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

**Industry Knowledge**

Students will be evaluated on industry knowledge (including appropriate terminology and range of knowledge) during an annual portfolio review.

MEASURES	RESULTS	ACTIONS
<p><b>Appropriate Terminology</b></p> <p>Students will demonstrate industry knowledge through the use of appropriate terminology in their explanations and discussion, to be assessed annually at our program Advisory Committee portfolio review.</p> <p>Implementation Plan (timeline) Spring</p> <p>Key/Responsible Personnel Andrea White/Cailey Birchem</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

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<p>Direct - Presentation</p> <p><i>Portfolio II: COAR 2524</i></p> <p><b>Target</b></p> <p>70% of the students will achieve a score of 8 or above.</p>		
<p><b>Range of Knowledge</b></p> <p>Students will demonstrate a range of knowledge appropriate to the design industry (and beyond), to be assessed annually at our program Advisory Committee portfolio review.</p> <p>Implementation Plan (timeline) Spring</p> <p>Key/Responsible Personnel Andrea White/Cailey Birchem</p> <p>Direct - Presentation</p> <p><i>Portfolio II: COAR 2524</i></p> <p><b>Target</b></p> <p>70% of students will achieve a score of 7 or above.</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

Professionalism

Students will be evaluated on professionalism (including communication skills, dress and conduct) during an annual portfolio review.

MEASURES	RESULTS	ACTIONS
<p><b>Communication: Written and verbal</b></p> <p>Students will demonstrate proficiency with written and verbal communication skills, to be assessed annually at our program Advisory Committee portfolio review.</p> <p>Implementation Plan (timeline) Spring</p> <p>Key/Responsible Personnel Andrea White/Cailey Birchem</p> <p>Direct - Presentation</p> <p><i>Portfolio II: COAR 2524</i></p> <p><b>Target</b></p> <p>70% of students will achieve a score of 7 or above.</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>
<p><b>Dress and Conduct</b></p> <p>Students will demonstrate appropriate workplace attire and conduct, to be assessed annually at our program Advisory Committee portfolio review.</p> <p>Implementation Plan (timeline) Spring</p> <p>Key/Responsible Personnel Andrea White/Cailey Birchem</p> <p>Direct - Presentation</p> <p><i>Portfolio II: COAR 2524</i></p> <p><b>Target</b></p> <p>70% of students will achieve a score of 8 or above.</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>