

Assessment Plan Academic Year 2022-2023
 Communication Design

Academic year 2022-2023

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>Software Proficiency</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 Paul Johnson/Andrea White</p> <p>Direct - Portfolio</p> <p><i>Portfolio II: COAR 2524</i></p> <p>Target</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>Craftsmanship</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 Paul Johnson/Andrea White</p> <p>Direct - Portfolio</p> <p><i>Portfolio II: COAR 2524</i></p> <p>Target</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>Production Techniques</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 Paul Johnson/Andrea White</p> <p>Direct - Portfolio</p> <p><i>Portfolio II: COAR 2524</i></p> <p>Target</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.

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MEASURES	RESULTS	ACTIONS
<p>Elements and Principles of Design</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 Paul Johnson/Andrea White</p> <p>Direct - Portfolio</p> <p><i>Portfolio II: COAR 2524</i></p> <p>Target</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>Creative Problem Solving</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 Paul Johnson/Andrea White</p> <p>Direct - Portfolio</p> <p><i>Portfolio II: COAR 2524</i></p> <p>Target</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>Evidence of Process</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 Paul Johnson/Andrea White</p> <p>Direct - Portfolio</p> <p><i>Portfolio II: COAR 2524</i></p> <p>Target</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>Appropriate Terminology</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)</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

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<p>Spring</p> <p>Key/Responsible Personnel Paul Johnson/Andrea White</p> <p>Direct - Presentation</p> <p>Portfolio II: COAR 2524</p> <p>Target</p> <p>70% of the students will achieve a score of 8 or above.</p>		
<p>Range of Knowledge</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 Paul Johnson/Andrea White</p> <p>Direct - Presentation</p> <p>Portfolio II: COAR 2524</p> <p>Target</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>Communication</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 Paul Johnson/Andrea White</p> <p>Direct - Presentation</p> <p>Portfolio II: COAR 2524</p> <p>Target</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>Dress and Conduct</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 Paul Johnson/Andrea White</p> <p>Direct - Presentation</p> <p>Portfolio II: COAR 2524</p> <p>Target</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>