

2016-2017 Assessment Cycle

Assessment Plan

Mission Statement

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 17

Key/Responsible Personnel: Paul Johnson

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 17

Key/Responsible Personnel: Paul Johnson

▼ **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 17

Key/Responsible Personnel: Paul Johnson

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 17

Key/Responsible Personnel: Paul Johnson

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 17

Key/Responsible Personnel: Paul Johnson

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 17

Key/Responsible Personnel: Paul Johnson

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 17

Key/Responsible Personnel: Paul Johnson

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