

**COURSE ASSESSMENT REPORT**

**I. Background Information**

1. Course assessed:  
 Course Discipline Code and Number: INP182  
 Course Title: Web Graphics II  
 Division/Department Codes: BCT DMA
  
2. Semester assessment was conducted (check one):  
 Fall 2010  
 Winter 20\_\_  
 Spring/Summer 20\_\_
  
3. Assessment tool(s) used: check all that apply.  
 Portfolio  
 Standardized test  
 Other external certification/licensure exam (specify):  
 Survey  
 Prompt  
 Departmental exam  
 Capstone experience (specify):  
 Other (specify): Rubric
  
4. Have these tools been used before?  
 Yes  
 No

If yes, have the tools been altered since its last administration? If so, briefly describe changes made.

5. Indicate the number of students assessed/total number of students enrolled in the course.  
 36 out of 40
  
6. Describe how students were selected for the assessment.  
 All students from both sections were assessed.

**II. Results**

1. Briefly describe the changes that were implemented in the course as a result of the previous assessment.  
 N/A
  
2. State each outcome (verbatim) from the master syllabus for the course that was assessed.
  1. Design a multi-page Web site with an index page and three to five subpages based on a specific audience and client.
  2. Redesign an existing Web site using an alternative layout strategy.
  3. Apply intermediate graphic design principles to Web deliverables to create professional level graphics.
  
3. Briefly describe assessment results based on data collected during the course assessment, demonstrating the extent to which students are achieving each of the learning outcomes listed above. *Please attach a summary of the data collected.*  
 100% of the students hit the “80% of the students will score 70% or higher” goal. The students seem to be embracing these concepts and doing good work. There were 20 questions, each worth 5 points, for a total of 100 points. The overall course average was 93 points.

If we analyze each question, we find a few hidden issues. Questions 18 and 19 did not meet the goal. They are questions regarding typography and non-standard interface design techniques. Question 7 was also quite weak, even though they met the standard, and it also dealt with typography. As I look at the three questions that scored the worst, I have to conclude that Outcome 2, “Redesign an existing Web site using an alternative layout strategy”, was not met.

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4. For each outcome assessed, indicate the standard of success used, and the percentage of students who achieved that level of success. *Please attach the rubric/scoring guide used for the assessment.*  
80% or more of students must score 70% or better on all learning outcome evaluations.

5. Describe the areas of strength and weakness in students' achievement of the learning outcomes shown in assessment results.

Strengths: Overall students seem to be doing good work and the overall score may reflect that.

Weaknesses: The assessment revealed that the rubric may have skewed data but the good news is that we know where the class was weakest and can remedy that.

**III. Changes influenced by assessment results**

1. If weaknesses were found (see above) or students did not meet expectations, describe the action that will be taken to address these weaknesses.

I am going consider requiring GDT 100, Typography as a pre-requisite for this class. I will also move content around in the course so students are encountering the more complex topics toward the end of class.

2. Identify intended changes that will be instituted based on results of this assessment activity (check all that apply). Please describe changes and give rationale for change.

a.  Outcomes/Assessments on the Master Syllabus  
Change/rationale:

b.  Objectives/Evaluation on the Master Syllabus  
Change/rationale:

c.  Course pre-requisites on the Master Syllabus  
Change/rationale:

d.  1<sup>st</sup> Day Handouts  
Change/rationale:

e.  Course assignments  
Change/rationale:

f.  Course materials (check all that apply)  
 Textbook  
 Handouts  
 Other: Rubric: I will make sure that the next rubric asks the appropriate number of questions for each outcome.

g.  Instructional methods  
Change/rationale: Move the more complex topics to later in the course.

h.  Individual lessons & activities  
Change/rationale:

3. What is the timeline for implementing these actions? In Fall 2011, the course content will be resequenced. In Fall 2012, the course will be updated and have the appropriate pre-reqs in place after being reworked in to the Graphic Design course sequencing.

**IV. Future plans**

1. Describe the extent to which the assessment tools used were effective in measuring student achievement of learning outcomes for this course.

As stated before, my rubric didn't appropriately reflect all of the outcomes for the course. I will make sure that is corrected.

2. If the assessment tools were not effective, describe the changes that will be made for future assessments.

**Please return completed form to the Office of Curriculum & Assessment, SC 247.**

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Approved by the Assessment Committee 10/10/06

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See above.

3. Which outcomes from the master syllabus have been addressed in this report?

All X Selected \_\_\_\_\_

If "All", provide the report date for the next full review: Winter 2014

If "Selected", provide the report date for remaining outcomes: \_\_\_\_\_

Submitted by:

Name: Kelly K. Gettschag Date: 1/11/11  
Print/Signature

Department Chair: [Signature] Date: 1/13/11  
Print/Signature

Dean: [Signature] Date: 1/20/11  
Print/Signature

*In done*

*logged 1/24/11 sj ✓*