PCCUA ASSESSMENT FORM

Division: Applied Technology
Program: Graphics
Date: 2022-23 Academic Year

PCCUA ASSESSMENT GUIDING QUESTIONS
Please respond based on the departmental discussion of the program assessment and how those outcomes reflect what students are learning and what needs to happen to improve student learning. You may provide this in a narrative or bulleted format. However, you must respond to each question and these responses should be based on your program assessment discussions. Please respond in red font.

Program Student Learning Outcomes

A. Are the intended educational (learning) outcomes for the program appropriate and assessed appropriately?
The intended outcomes are appropriately assessed and aligned with industry standards. The skills obtained are necessary for successfully completing projects created in the graphic design industry.

B. How are the faculty and students accomplishing the program's student learning outcomes?
The faculty and students accomplish the learning outcomes by completing the assignments with hands on participation. The results of the assignments are aligned to the student learning outcomes, the course goals, the program goals, and the college STACC.

C. How is the program meeting market/industry demands and/or preparing students for advanced study?
Students are prepared for industry demands and advanced study by gaining skills required in the industry. They gain an understanding of basic design using industry tools. Each assignment requires skills needed to accomplish similar tasks in the industry.

D. Do course enrollments and program graduation/completion rates justify the required resources?
The resources are justified because actual cost to keep the program active is low. The enrollment numbers show that they are on the rise in the past two semesters. Therefore, the graduate numbers should also be higher.

E. Based on the Program SLO's how well are students learning at the course and program level? Based on your assessment outcomes, how do you know this?
The students are assessed by the assignment that meet the student learning outcome which is tied directly to the program level. This assessment process is done at the end of each semester. The graphics students are performing at or above the established benchmark.

F. What are the changes you need to make to improved student learning?
The students need to understand the importance of meeting deadlines of turning in assignments as do industries. More time using the software is required to enhance their skill level.

G. What are the weak areas demonstrating a need for improvement?
The main weakness is their understanding of time:
Arriving to class on time
Willingness to spend the required time to complete the assignment
Delivering the completed project by the deadline

H. What are the strengths identified through assessment?
The strength seen throughout the assessment process is willingness to continue to learn and gain skills. Once they have become familiar with the first skill set, they do well and are ready to move on.

Program Curriculum

A. Is the program curriculum appropriate to meet current and future market/industry needs and/or to prepare students for advanced study? Is that reflected in the assessment outcomes?
Yes. The curriculum is strong in the skills that the students would need to enter the graphic design industry. Students need Skill, creativity, determination and the ability to work. The assessment outcomes are high in the classes requiring strong skills. The weakest areas are with time management.

B. Are program exit requirements appropriate?
Yes. The ART Seminar class is the capstone course for show casing their knowledge of the curriculum. They have assignments that demonstrate their knowledge gained throughout their studies. In this course, the student must be able to exhibit a variety of technical skills and knowledge learned in the development of a final project of their choice. Assignments are given that demonstrate student and program learning outcomes.

C. Are students introduced to experiences within the workplace and introduced to professionals in the field?
Students are introduced to workplace experiences. A guest speaker is invited from Thrive, a local non-profit advertising agency in Helena, to speak to them directly. They are able to ask questions and see examples of actual jobs that the agency has completed.

D. Does the program promote and support interdisciplinary initiatives?
Yes. Graphics majors are required to take general education courses as well as discipline specific courses. Knowledge in language, speech, math and social sciences will help prepare them to understand, effectively communicate, and

accommodate their future clients' needs.

E. Does the program support the college STACC skill development expected of all PCCUA graduates? Explain how you know this through assessment.
Yes. The student learning outcomes are established in each course. The course learning goals are found in the program levels and are directly relative to the STACC.

F. Does the program provide respect and understanding for cultural diversity as evidenced in the curriculum, in program activities, in assignment of program responsibly and duties; in honors, awards and scholarship recognition; in recruitment?
The curriculum within the individual courses are emphasizing cultural diversity. Class discussions concerning design trends are a constant in each course. Assigned projects demonstrate the students' abilities to communicate proper design concepts that will maintain a cultural understanding.

Budget Requests Forms
Are more resources needed. If so, has there been an effort to acquire these resources through the college budgeting process?
Overall, materials for the graphics courses are maintained by the budget. Struggles for the graphic budget are purchasing student Adobe licenses and soon the classroom computers will require updating.

What program requests did you make for the next year which are tied to needs related to assessment outcomes?
Student Adobe software licenses were requested. This software is an industry standard and necessary for students to use and become proficient in creating design projects.

GRAPHICS
Fall 2022 & Spring 2023

COURSE	Course SLOs	Program SLOs	STACC	Benchmarks	Assessment Method	Assessment Criteria	Assessment Results	Action
ART 133 Freehand Drawing	Students will effectively apply proper contrast to each drawing	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).	Technology Utilization	70% of the students will score 70% or higher	Graded drawing assignment	Students will draw a still life in a variety of medium creating a realistic drawing (score 70% or higher) • Pencil • charcoal • pastels • ink • scratchboard • Draw and define areas of values	88% Fall 22 (8/9) Declined 12% Fall 21(2/3) 100%	Stress that applying a more realistic value rendering and not rushing through the drawing is important Create more demonstration videos to upload to Blackboard Continue drawing with them to show progression of drawings Continue to show examples from other artists
	Students will showcase their talents by producing a collection of their best work	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).	Technology Utilization	70% of the students will score 70% or higher	Graded portfolio assignment	Complete five different drawings throughout the semester (not classroom assignments) and present them in a portfolio (score 70% or higher)	88% Fall 22 (8/9) Improved 38% Fall 21 (2/3) 50%	More emphasize on the importance of a great portfolio and meeting deadlines for submission Create more demonstration videos to upload to Blackboard Continue drawing with them to show progression of drawings

ART 143 Drawing	Students will demonstrate his knowledge of portrait drawing	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).	Technology Utilization	70% of the students will score 70% or higher	Graded assignment	Students will demonstrate his knowledge of portrait drawing Students will draw a portrait (score 70% or higher) • Pencil • Draw and define areas of values	100% (1/1 Fall 22) No change (2/2 Fall 21)	No improvement needed Continue: • Close supervision • More Demonstrations • Showing examples • Create more demonstration videos to upload to Blackboard
	Students will demonstrate his knowledge of perspective drawing	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).	Technology Utilization	70% of the students will score 70% or higher	Graded assignment	Students will draw a two-point perspective drawing (score 70% or higher) • One-point perspective • Two- point perspective	100% (1/1 Fall 22) No change (2/2 Fall 21)	No improvement needed Continue: • Close supervision • More Demonstrations • Showing examples • Create more demonstration videos to upload to Blackboard
	Students will showcase their talents by producing a collection of their best work	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages.	Technology Utilization	70% of the students will score 70% or higher	Graded portfolio assignment	Complete five different drawings throughout the semester (not classroom assignments) and present them in a	100% (1/1 Fall 22) No change (2/2 Fall 21)	No improvement needed Continue: • Close supervision • Show more examples

Course	Outcome	Description	Competency	Target	Assessment	Measure	Results	Improvement
		Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).				portfolio (score 70% or higher)		• Demonstration videos
ART 263 Art Seminar	Students will demonstrate basic skills in creating a branding identity project	The ability to describe and respond to the audiences and contexts, which communication solutions must address, including recognition of the physical, cognitive, cultural, and social human factors that shape design decisions	Analytical & Critical Thinking and Reasoning		Graded assignment	o Students will create a brand strategy (score 70% or higher) o Understand the branding process ▪ Orientation ▪ Analysis ▪ Conception ▪ Design ▪ implementation	100% (2/2 Spring 23) No change (2/2 Fall 2019)	No improvement needed Students work independently with regular check in time for progress Continue: • Close supervision • Demonstrations • Show more examples
	Students will demonstrate basic skills in Photoshop, Illustrator, and In Design	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video,	Technology Utilization	70% of the students will score 70% or higher	Graded assignment	Students will modify all images to fit branding project (score 70% or higher) • Students will create a logo • Students will create all layouts	100% (2/2 Spring 23) No change (2/2 Fall 2019)	No improvement needed Students work independently with regular check in time for progress Continue: • Close supervision • Demonstrations • Show more examples

		computer multimedia).						
	Students will demonstrate an objective, non-offensive approach to creating a branding identity	The ability to describe and respond to the audiences and contexts, which communication solutions must address, including recognition of the physical, cognitive, cultural, and social human factors that shape design decisions.	Commitments to diversity, equity and inclusion within the context of cultural engagement and understanding	70% of the students will score 70% or higher	Graded assignment	o　Students will research the branding concepts and present idea board (score 70% or higher) ▪　Students will choose a concept that will not be offensive to the client	100% (2/2 Spring 23) No change (2/2 Fall 2019)	No improvement needed Students work independently with regular check in time for progress Continue: • Close supervision • Demonstrations • Show more examples
	Students will apply the principles of design to the visual letterform and develop a personal viewpoint of aesthetics and creativity in design problem solving	The ability to create and develop visual form in response to communication problems, including an understanding of principles of visual organization/composition, information hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful images.	Social & Community Responsibility	70% of the students will score 70% or higher	Graded assignment	o　Students will carefully choose the proper fonts to have a cohesive final design (score 70% or higher)	100% (2/2 Spring 23) No change (2/2 Fall 2019)	No improvement needed Students work independently with regular check in time for progress Continue: • Close supervision • Demonstrations • Show more examples
	Students will establish the company brand through assigned projects so that	The ability to solve communication problems, including the skills of problem identification, research and	Communication	70% of the students will score 70% or higher	Graded assignment	o　Students will create layouts that will work for print and web presence (score 70% or higher)	100% (2/2 Spring 23) No change (2/2 Fall 2019)	No improvement needed Students work independently with regular check in time for progress

	the viewer will fully recognize the company.	information gathering, analysis, generation of alternative solutions				o Students will examine each component within the brand design to assure that a recognizable image has been created for recognition. ▪ Logo ▪ Business forms ▪ Letterheads ▪ Envelopes ▪ Website ▪ Brochures		Continue: • Close supervision • Demonstrations • Show more examples
NT 253 Digital Image Production I	Students will demonstrate basic skills in shooting a video	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).	Technology Utilization	70% of the students will score 70% or higher	Graded video assignment by rubric	o Students will shoot basic video footage to visually tell a story (score 70% or higher) o Students will demonstrate skills of shooting creative footage	100% (7/8 Fall 22) No change (3/4 Fall 21)	No improvement needed Continue: • Close supervision • Classroom Demonstrations • Create more demonstration videos to upload to Blackboard • Show more examples • Continue to allow more hands-on camera work to reinforce skills

	Students will demonstrate basic skills editing video footage	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).	Technology Utilization		Graded video assignment by rubric	o Students will successfully complete a video (score 70% or higher) o Students will edit video footage o Students will add music, special effects and images to the video timeline	100% (7/8 Fall 22) No change (3/4 Fall 21)	Continue • Allow more hands-on editing to reinforce skills • Keep demonstration video up to date with changes in software.
	Students will understand the basic terminology associated with Video production	The ability to create and develop visual form in response to communication problems, including an understanding of principles of visual organization/composition, information hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful images.	Social & Community Responsibility	70% of the students will score 70% or higher	Written test	o Students will successfully complete a written test on terminology (score 70% or higher) o Students will demonstrate knowledge of terminology while applying editing skills	100% (7/8 Fall 22) Improved 33% 67% (3/4 Fall 21)	Add more emphasis on terminology and reinforce it with more demonstrations
NT 273 Digital Image Production II	Students will demonstrate basic skills in creating short animations	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include	Technology Utilization	70% of the students will score 70% or higher	Graded assignment of classic, motion, guide motion, and shape tweens	Students will successfully complete a series of basic animations in the animation software (score 70% or higher)	83% (6/6 Spring 23) Declined 17% 100% (2/2 Spring 21)	Students turning in assignments past deadline. • Will add more announcements to Blackboard

		drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).				• Classic, motion, guide motions, shape tweens • Move an object through a maze		
	Students will demonstrate basic skills in telling stories through animations.	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).	Technology Utilization	70% of the students will score 70% or higher	Graded assignment using stick figure and bone tools to tell a story	Students will successfully complete a stick figure animation in the animation software (score 70% or higher ○ Students will demonstrate skills in the use of the bone tool ○ Students will add music, special effects and images to the animation timeline to enhance the story	67% (6/6 Spring 23) Declined 33% 100% (2/2 Spring 21)	Students turning in assignments past deadline • Will add more announcements to Blackboard
PR 103 Graphic Art & Design I	Recognize the elements of art and apply the principles of design to each assignment.	The ability to describe and respond to the audiences and contexts, which communication solutions must address, including recognition of the	Analytical & Critical Thinking and Reasoning	70% of the students will score 70% or higher	Graded assignment	○ Students will demonstrate the ability to create an effective message in a simple format. (score 70% or higher)	88% (8/9 Fall 22) Declined 12% 100% (2/3 Fall 21)	Show more examples emphasizing the basic art elements Creating more videos for demonstrations

		physical, cognitive, cultural, and social human factors that shape design decisions.				o Students will choose the most effective art elements and design principles for the project.		
	Generate creative projects in a clean and exact manner using computer tools and software.	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).	Technology Utilization	70% of the students will score 70% or higher	Graded assignment	o Students will create a project with type and visuals using In Design (score 70% or higher) o Students will learn to set up the document with correct measurements. o Students will demonstrate the skills used in manipulating the images needed for the project	89% (7/9 Fall 22) Declined 11% 100% (2/3 Fall 21)	Show more examples to clarify assignments Creating more videos for demonstrations
	Students will showcase their talents by producing a collection of their best work.	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and	Technology Utilization	70% of the students will score 70% or higher	Graded assignment	o Students will create a portfolio (score 70% or higher) ▪ Students will revise each assignment by applying accurate principles of design.	75% (8/9 Fall 22) Declined 25% 100% (2/3 Fall 21)	Emphasize how important a proper portfolio is Show more examples of a great portfolio Bring in an outside expert to talk about portfolios

		interactive media (film, video, computer multimedia).				▪ Students will create a portfolio.		
PR 113 Graphic Art & Design II	Students will demonstrate an objective, non-offensive approach to creating a branding identity project for public	An understanding of design from a variety of perspectives, including those of art history, communication, technology, and the social and cultural use of design objects.	Commitments to diversity, equity and inclusion within the context of cultural engagement and understanding	70% of the students will score 70% or higher	Graded assignment	o Students will demonstrate skills in creating a book cover series. (score 70% or higher) ▪ Students will learn to set up the document with correct measurements. ▪ Students will create a cover for each component illustrating the concept of a design series	86% (6/7 Spring 23) Improved 19% 67% (3/4 Fall 21)	Students turning in assignments past deadline • Add more announcements and emails reminding students of due dates
	Generate creative projects in a clean and exact manner using traditional and computer tools and software.	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video,	Technology Utilization	70% of the students will score 70% or higher	Graded assignment	o Students will create a poster using the Adobe software (score 70% or higher) o Students will determine the importance of emphasizing varied components of a project to get the correct message across to the viewers.	100% (7/7 Spring 23) Improved 19% 67% (3/4 Fall 21)	Allow more time for creating projects using software to allow them to get more familiar with the software

Course	Student Learning Outcome	Competency Description	Gen Ed Category	Benchmark	Assessment Method	Assessment Details	Results	Recommendations
		computer multimedia).				▪ With type only ▪ With visual as dominate element ▪ With type as dominate element		
	Students will demonstrate basic skills in creating a branding identity project.	The ability to describe and respond to the audiences and contexts, which communication solutions must address, including recognition of the physical, cognitive, cultural, and social human factors that shape design decisions	Analytical & Critical Thinking	70% of the students will score 70% or higher	Graded assignment	o Students will create a portfolio (score 70% or higher) ▪ Students will revise each assignment by applying accurate principles of design. ▪ Students will create a portfolio.	86% (6/7 Spring 23) Improved 19% 67% (3/4 Fall 21)	Students turning in assignments past deadline • Add more announcements and emails reminding students of due dates
PR 114 Printmaking	Student will understand the basic terminology associated with video production.	The ability to create and develop visual form in response to communication problems, including an understanding of principles of visual organization/composition, information hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful images.	Social & Community Responsibility	70% of the students will score 70% or higher	Graded assignments	o Students will become familiar printmaking history (score 70% or higher) ▪ Students will create a comprehensive notebook about printing • Write a short paper on different methods of printing: woodcut, intaglio, serigraphy, lithography,	100% (4/4 Spring 22) Improved 43% 57% (5/5 Fall 20) Scheduled for Spring 24	Continue: Place extra emphasis on terminology throughout the semester • Maybe give a terminology quiz with each project Show more print examples

Course	Outcome	Description	Category	Benchmark	Assessment	Assignment	Results	Notes
						calligraphy and monotype • Explain each printing process • Explain what products are printed with each method. • Students will create prints demonstrating different forms of printing		
PR 123 Typography	Students will develop the ability to make critical assessments of design problems and solutions in relationship to the letterform.	The ability to create and develop visual form in response to communication problems, including an understanding of principles of visual organization / composition, information hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful images	Social & Community Responsibility	70% of the students will score 70% or higher	Graded assignment	Students will create posters using a variety of letterforms (score of 70% or higher) o Add humor o Personality o Narrative o Conceptual content	100% (3/4 Spring 22) Offered in Summer 22 as independent study. Student EW. Currently being offered Fall 23	Have more group critiques so that students can gain a different perspective and appreciation of choosing proper fonts for each project
	Students will gain a working knowledge of the role of the letterform in visual communicatio ns using In	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies,	Technology Utilization		Graded assignment	Students will create an online and print document (score of 70% or higher) o Students will create an online and print	75% (3/4 Spring 22) Offered in Summer 22 as independent study. Student EW.	There were software issues throughout the semester Students needed more time to complete some assignments due to the software issues to gain a stronger working knowledge

	Design, Illustrator, and Photoshop	and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).				document (score of 70% or higher) o Compare differences of fonts used in print and on web o Explore different fonts to convey particular messages	Currently being offered Fall 23	
PR 133 Illustration I	Students will effectively apply proper techniques to each drawing	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).	Technology Utilization	70% of the students will score 70% or higher	Project rubric, Written paper			This course has not been available since 2016
	Students will showcase their talents by producing a collection of their best work	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies,	Technology Utilization	70% of the students will score 70% or higher	Project rubric, Written paper			This course has not been available since 2016

		and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).						
PR 143 Illustration II	Students will recognize the elements of illustration and apply them to drawings	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).	Technology Utilization	70% of the students will score 70% or higher	Drawing rubric, Portfolio			This course has not been available since 2016
	Students will demonstrate his knowledge of communicating in ink	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).	Technology Utilization	70% of the students will score 70% or higher	Drawing rubric, Portfolio			This course has not been available since 2016

	Students will demonstrate his knowledge of contour line	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).	Technology Utilization	70% of the students will score 70% or higher	Drawing rubric, Portfolio			This course has not been available since 2016
PR 164 Digital Photography	Students will demonstrate basic skills in photo manipulation software.	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).	Technology Utilization		Graded assignment	Students will use Photoshop to manipulate and enhance the photos that they have taken. (score of 70% or higher) ▪ Photos: resize, correct flaws, recolor, special effects ▪ Present photos in a PowerPoint	62% (8/13 Spring 23) Declined 38% 100% (3/3 Fall 20)	Absences and missing deadlines • Emphasis student responsibility to do their assignments by the deadline Increase available lab time to take more photos
	Students will demonstrate basic skills in the use of the digital camera	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies,	Technology Utilization	70% of the students will score 70% or higher	Graded assignment	Students will take photographs of a variety of subject matter (score of 70% or higher) ▪ Students will experiment taking photos with the	69% (8/13 Spring 23) Declined 31% 100% (3/3 Fall 20)	Absences and missing deadlines • Emphasize student responsibility to do their assignments by deadline

		and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).				subjects in a variety of different environments ▪Students will recognize the qualities of a good photograph		Increase available lab time to take more photos
PR 224 Two-Dimensional Design	Generate creative projects in a clean and exact manner using computer tools and software.	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).	Technology Utilization	70% of the students will score 70% or higher	Graded assignment	Students will use a variety of medium to create art that demonstrates the design principles (score of 70% or higher)	88% (7/8 Fall 22) Declined 4% 92% (5/6 Fall 21)	Issue a larger variety of assignments to increase computer software skills
	Students will showcase their talents by producing a collection of their best work	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).	Technology Utilization	70% of the students will score 70% or higher	Graded assignment	Students will create a portfolio of their projects created during the semester (score 70% or higher)	88% (7/8 Fall 22) Improved 13% 75% (5/6 Fall 21)	Emphasize the importance of a proper portfolio Show more examples of expectations of final course portfolio

PR 233 Printing Layout & Design	Students will demonstrate basic skills in creating printing layouts	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).	Technology Utilization	70% of the students will score 70% or higher	Graded assignment	Students will demonstrate skills by accurately creating a variety of layouts in page composition software (score of 70% or higher) ▪ Book marks, menus, business cards, invitations, letters, labels, etc. ▪ Students will demonstrate skills needed to manipulate and enhance images needed for each project	60% (11/11 Spring 23) Declined 40% 100% (3/4 Spring 22)	Absences and missing deadlines • Add more announcements, emails, and emphasis on meeting deadlines
PR 274 Computer Graphics	Students will demonstrate basic skills in Photoshop, Illustrator, and In Design	An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools, technologies, and research include drawing, printing, photography, and time-based and interactive media (film, video, computer multimedia).	Technology Utilization	70% of the students will score 70% or higher	Graded assignment	Students will successfully complete tutorials demonstrating skills in using the software to create and enhance computer art (score 70% or higher) ▪ Students will create a variety of special effects in the software that may be used in art projects: colorizing images, manipulating		Hasn't been taught in the last ten years. Students have been taking CT 113 in its place.

						photos, adding computer textures, creating frames, selection exercises, etc.		