

Digital Media Arts SLO Summary for courses assessed in 2012

The completed assessment worksheets are available in Curricunet.

DMA C 107 Illustration/Design with Illustrator: This course has 4 SLOs. Students successfully met 2 of the 4, falling below target levels for "Create aesthetic illustrations and designs that employ a grid system, gestalt principles, typographic principles, color theory, and/or usability," and "Exhibit proficiency in vector application tools, techniques, and features and optimize artwork for pre-press." Examination of the assessment tool for the first SLO indicated that the project required a redesign to include more text content, in order to better assess students' skills in using a grid and applying the required principles. The redesign has been performed, and is being used in the current semester. For the second SLO, emphasis on pre-press concepts has been included in smaller assignments prior to the assessment project, in order to provide more formative assessment and feedback.

This course will be assessed again at the end of Fall 2012.

DMA C109 Desktop Publishing with InDesign: This course has 4 SLOs. Students successfully met all 4.

This course will not be assessed again; the revised Web Design Program will no longer include this course in its offerings.

DMA C111 Fundamentals of Web Design: This course has 5 SLOs, and all outcomes have been assessed, include 2 that were assessed in 2010-2011. Both of these outcomes fell slightly below the target (71% and 75%). The instructor plans to deliver an additional Adobe Connect presentation to emphasize the concepts. This course will be reassessed in Fall 2012.

DMA C115 Interactivity and Interface Design: This course has 4 SLOs. Students successfully met all but one, "Design interfaces that create an accurate conceptual model of the system and that minimize the gulfs of evaluation and execution through affordances, constraints, feedback, mappings, error recovery, and labels." The assessment results indicate that students encounter difficulty in making a connection between observing the application of principles in existing interfaces, and implementing them in their own interfaces. To heighten students' focus upon these concepts self- and peer-review activities need to be created with a very clear rubric--perhaps conducting this activity in a Moodle Workshop activity.

This course will not be assessed again; the revised Web Design Program will no longer include this course in its offerings. However, the SLO referenced above will be assessed in DMA C119 in Spring 2013.

DMA C117 Web Design with Dreamweaver: This course currently has 3 SLOs, but one of these, "Use Dreamweaver for collaboration and testing," is being replaced with an outcome that assesses content management system theme editing and design. Students successfully met both of the other 2 SLOs. The outcome, "Design and produce visually attractive, usable, accessible, and interactive Web content that takes the intended audience needs and expectations into account," has been assessed 3 times, to date. The first time it was assessed in 2009, the result was 40% achievement. Greater instructional emphasis

was placed on design principles and more opportunities for design and critique were built into the course content. In 2011, there was 47% achievement. The same strategies were implemented with greater intensity, and the outcome in 2012 was 85%, exceeding the target threshold of achievement and representing an increase in 45 percentage points in 3 years.

This course will be assessed again in Spring 2013.

DMA C121 Principles of Animation with Flash: This course has 4 SLOs. Students successfully met 2 of the 4, falling below target levels for "Demonstrate basic skills in 2D animation, including keyframing and tweening," and "Produce discrete animations that exhibit specific animation principles and that demonstrate a synthesis of visualizing, planning, creating and performing basic animation." The assessment results indicate that for both SLOs, additional small assignments providing formative assessment and feedback prior to the assessment projects would better prepare students to successfully produce the required animation skills.

This course will not be assessed again; the revised Web Design Program will no longer include this course in its offerings.

DMA C131 Digital Video Production: This course has 5 SLOs. Students successfully met all but one, falling slightly below target for "Perform basic lighting and sound recording." Examination of assessment results indicates that the multiple parameters of the project could be reduced, and more focus placed on evaluating essential lighting and recording skills.

This course will not be assessed again; the revised Web Design Program will no longer include this course in its offerings.

DMA C213 Web Development with PHP and MySQL: This course has 5 SLOs. Students successfully met all but one, falling slightly below the target level for "Write programs that process form input data to a text file, database, or screen display." There had been a lapse in time between the presentation of this content and the assessment. The instructor plans to add a review lecture to reinforce the concepts closer to the time they will be assessed.

This course will be assessed again in Fall 2013.

Three DMA courses have not yet been assessed: DMA C108 Advanced Digital Imaging and Illustration, DMA C135 Digital Cinematography, and DMA C217 PHP Site Management and Theme Design. DMA C135 was offered in Spring 2012, and data for this course has been collected; it will be entered into the Curricunet system within the next few weeks. DMA C108 and DMA C217 were not offered in the most recent assessment cycle. All three of these courses will not be assessed again, as the revised Web Design program will no longer include them in its offerings.