



Design Arts | 2015-2016 Assessment Plan

1. Which outcome will you assess this year (2015-2016)?

Design/Medium/Content.

- A. Selection of appropriate medium for content and targeted delivery (print, web, web based video, animation, etc)
- B. Develop visual and aural narratives that communicate central messages and themes.
- C. Design appropriate and desirable form, basing decisions on the needs and desires of specific audiences, contexts, uses, and content.
- D. Design 2d, 3d, 4d forms that are based on foundational design principles and reflect the needs and desires of audiences, contexts, uses, and content

2. Which technique will you use to assess this outcome?

Portfolio/Project rubrics developed by the department specifically for this purpose will be used to assess student work. Student portfolios will be reviewed (Design 431) along with production files for the Voyageur Magazine (Design 435), Video and audio programs (Design 433) and E-publication documents (Design 433)

3. Which course or group of students will you assess on the outcome chosen above and when?

Design 431 – Graphic Design Studio III
Design 435 – Design Arts Publication Workshop
Design 433– Web Design
Design 433 – Advanced Studio (Multi-Media)
Scholarship Portfolios

4. Who will do the assessment and coordinate the data collection and reporting?

Design Arts program coordinator, Professor Jeff Benzow and Design Arts Faculty members.