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| **Digital Media Arts Programs** **2022-2023 Assessment Report** |
| **Assessment Reporting Form:** This report is to show that academic assessment is occurring and that the results are being used to make changes to improve student learning. The assessment being reported could be for Program Learning Outcomes (PLOs), Measurable Student Level Outcome (MSLOs), and/or Course Common Student Learning Outcomes (CSLOs). Each program should be assessing and gathering data for at least **two** PLOs OR **two** MSLOs that contain CSLOs each year. On the Baseline Assessment Reporting Form, please record the baseline for the percentage of students who are proficient in the student learning outcome(s) assessed and identify improvements that will be made to increase that percentage. Later, you’ll complete a follow-up assessment (recorded on a Follow-Up Assessment Reporting Form) to ascertain whether the adopted improvements resulted in an increased percentage of students proficient in the assessed learning outcome(s).  |
| **Course or Program Assessment Details Due May 20, 2023** |
| **1. Program name or course name and number**: DMA 115 Digital Imaging |
| **2. Division in which the program or course is located**:Digital Media Arts |
| **1/13/23 - due May 7** |
| **4. Name of person completing report**:Sue Tatterson |
| **5. Semester and year in which the assessment was conducted**:Spring 2023 |
| **6. Number of student participants**:9 |
| **7. Number of faculty/staff participants**:1 |
| **8. What PLOs and/or MSLOs and CSLOs did you assess for this baseline assessment? (For clarity, please label each measure listed as a PLO, MSLO, or CSLO.)**1. (Synthesis Level) Identify and specify different graphics file formats for print and web. (CSLO 2, 3 & 4)2. (Analysis Level) Distinguish image resolution from resolution of input and output devices. (CSLO 2, 3 & 4)3. (Application Level) Use photo editing software, to edit, retouch, and color-balance digital images. (CSLO 2, 3 & 4)4. (Knowledge Level) Select and identify the correct editing and workspace tools to transform images using nondestructive editing techniques. (CSLO 2, 3 & 4)5. (Synthesis Level) Combine digital images using retouching tools to use in composites. (CSLO 1, 3 & 4)6. (Synthesis Level) Optimize images for output to print and web. (CSLO 2 & 3) |
| **9. Describe the assessment method used and the criteria for successful achievement of student learning outcomes. (e.g., rubrics, licensing exam, internship, portfolio, exam, quiz, research paper, performance exam, EAC, etc.)**Students are required to complete a major final project which includes the MSLOs and CSLOs. The final project is a movie poster it incorporates all the skills students learn throughout the semester. The rubric is as follows:1. **Concept /Originality - 20** possible points
2. **Execution of Concept / Typography, credits, etc. - 40** possible points
3. **Photoshop Tools - (layers, masks, adjustment layers, selections, type tool, type effects) - 40** possible points
4. **Overall Effectiveness as a Movie Poster - 50** possible points
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| **10. What percentage of the participating students were proficient in the PLOs, MSLOs or CSLOs?  What percentage of correct answers was determined as proficient? (For example, a student must answer 70% of the questions correctly to be considered proficient.)**75% is considered proficient. 83% of students were proficient. Unfortunately, this class was added late after other sections filled, it was low enrolled with only 6 of 9 students participating. Of those 6, 5 were successful. The student who did not complete the final project correctly did not follow the instructions and only submitted half the assignment. The students who passed all showed considerable improvement in all areas of their use of Photoshop and students met all CSLOs and MSLOs. |
| **11. What changes/improvements were made or will be made in response to the outcomes of the assessment process?**The assessment will be applied to more sections of the class to determine if the modality has any direct effect on student learning outcomes. Students who actively participated in the class throughout the semester met all the CSLOs and MSLOs. |
| ***Report:***  |

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| **Feedback Rubric** |
| **Category** | **1 - Developing** | **2 – Satisfactory** | **3 - Exemplary** | **Score** | **Feedback** |
| **Outcomes Identified** | Outcomes to be assessed were not clear | Outcomes to be assessed were identified but were not aligned to CSLOs | PLOs or MSLOs to be assessed were identified and aligned with CSLOs | **3** |  |
| **Scope of Assessment** | The assessment was given by only one faculty member and/or to one class | The assessment was given by a few faculty members to several classes, but it was not district-wide | The assessment was given district-wide by all faculty teaching the course. | **1** | **Please include rubrics or guidelines for the exam. How was it built? What format is it in?**  |
| **Quality of Assessment** | The assessment did not have articulated criteria for assessment of knowledge, skills, and attitudes (e.g., rubrics, exemplary work). | The assessment somewhat articulated criteria for assessment of knowledge, skills, and attitudes (e.g., rubrics, exemplary work). | The assessment clearly articulated criteria for assessment of knowledge, skills, and attitudes (e.g., rubrics, exemplary work). | **1** | **How was it built? What format is it in?** |
| **Interpreting Results** | Data of assessment results was not provided. | Data of assessment results was provided and there was evidence that the results were somewhat analyzed | Data of assessment results was provided and there was evidence that the results were analyzed in depth |  |  |
| **Reflection and Future Action** | Reflection of the results of the assessment was not apparent and no changes and/or improvements based on them were identified. | Reflection of the results of the assessment was somewhat clear and one change and/or improvements based on them was identified. | Reflection of the results of the assessment was clear and several changes and/or improvements based on them were identified. |  |  |
| **Additional Comments:**  |



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| **Course or Program Assessment Details Due May 18, 2023** |
| **1. Program name or course name and number**:  |
| **2. Division in which the program or course is located**: |
| **2. Date form completed**: |
| **3. Name of person completing report**: |
| **4. Semester and year in which the assessment was conducted**: |
| **5. Number of student participants**: |
| **6. Number of faculty/staff participants**: |
| **7. What PLOs and/or MSLOs and CSLOs did you assess for this baseline assessment? (For clarity, please label each measure listed as a PLO, MSLO, or CSLO.)** |
| **8. Describe the assessment method used and the criteria for successful achievement of student learning outcomes. (e.g., rubrics, licensing exam, internship, portfolio, exam, quiz, research paper, performance exam, EAC, etc.)** |
| **9. What percentage of the participating students were proficient in the PLOs, MSLOs or CSLOs?  What percentage of correct answers was determined as proficient? (For example, a student has to answer 70% of the questions correctly to be considered proficient.)** |
| **10. Did the changes identified on question #11 of the Baseline Assessment Reporting form affect test scores for the Follow-Up Assessment? Will further changes, enhancements or modifications to instruction be made based on the Follow-Up Assessment results? (This answer closes the loop of assessment).** |
| **Additional Comments or feedback on the Assessment Process (Optional):** |