

PROGRAM ASSESSMENT PLANNING FORM

Program to be assessed:

Title: Web Design

Division: BCT

Department: DMA

Program Code: ~~CXWBGR~~

CTW B&C → CVW DSN

Type of Award: ☐ A.A. ☐ A.S. ☐ A.A.S.  
☐ Cert. ☒ Adv. Cert. ☐ Post-Assoc. Cert. ☐ Cert. of Completion

Assessment plan:

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Describe population to be assessed	Number of students to be assessed
Design and code full graphic interfaces for large form factor devices	Projects from WEB235	Winter 2017	Students who have completed WEB235	All
Create full graphic interfaces for small form factor devices	Project from WEB255	Winter 2017	Students who have completed WEB255	All

Scoring and analysis of assessment:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric/scoring guide. Departmentally developed rubric
2. Indicate the standard of success to be used for this assessment. At least 70% of students will score 75% or better
3. Indicate who will score and analyze the data (data must be blind-scored). WEB Faculty score and analyze the data
4. Explain the process for using assessment data to improve the program.  
Based on the program assessment we would modify course content, sequencing, and pre-requisites

Submitted by:

Name: Kelley Gottschang

Print/Signature

Date: 11-13-2013

Dept. Chair: Jason Withrow / Jason Withrow

Print/Signature

Date: 11/18/13

Dean: Rosemary Wilson

Date: 12/2/13

Office of Curriculum & Assessment

Approved by the Assessment Committee 10/10/06

Program Assessment Planning Form.doc

PROGRAM ASSESSMENT PLANNING FORM

Program to be assessed:

Title: Web Graphics

Division: BCT

Department: DMA

Program Code: ~~CTWBGR~~ CTW BGC

Type of Award:

☐ A.A.  
☐ Cert.

☐ A.S.  
☒ Adv. Cert.

☐ A.A.S.  
☐ Post-Assoc. Cert.

☐ Cert. of Completion

Assessment plan:

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Describe population to be assessed	Number of students to be assessed
Create full graphic interfaces for large form factor devices	Projects from INP254	Winter 2016	Students who have completed INP254	All
Create full graphic interfaces for small form factor devices	Project from INP254	Winter 2016	Students who have completed INP254	All

Scoring and analysis of assessment:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric/scoring guide. Departmentally developed rubric
2. Indicate the standard of success to be used for this assessment. At least 75% of students will score 75% or better
3. Indicate who will score and analyze the data (data must be blind-scored). INP Faculty will blind score and analyze the data
4. Explain the process for using assessment data to improve the program.  
Based on the program assessment we would modify course content, sequencing, and pre-requisites

Submitted by:

Name: Kelley Gottschang

Print/Signature

Date:

Dept. Chair:

Print/Signature

Date:

Dean:

Print/Signature

Date:

logged 2/6/12  
Office of Curriculum & Assessment

Approved by the Assessment Committee 10/10/06

Program Assessment Planning Form.doc

# PROGRAM ASSESSMENT PLANNING FORM

WASHTENAW COMMUNITY COLLEGE

## Program to be assessed:

Title: Web Graphic Design

Division: BCT

Department: INP

Code: CVWBGR

Type of Award:

☐ A.A.  
☐ Cert.

☐ A.S.  
☒ Adv. Cert.

☐ A.A.S.  
☐ Post-Assoc. Cert.

☐ Cert. of Completion

## Assessment plan:

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Describe population to be assessed	Number of students to be assessed
1. Create the visuals for a Web site based on experimental/emerging Web design	Portfolio	Every 3 years; beginning in W2012	Students who have completed the INP 212 course	All students who complete the final project
2. Create a digital media project based on ActionScript 3.0 and the principles of interactivity	Project	Every 3 years; beginning in W2012	Students who have completed the INP 276 course	All students who complete the final project

## Scoring and analysis of assessment:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric/scoring guide.

Outcomes 1-2 will be review by external evaluators (current web/Flash designers) using a departmentally developed web graphic design rubric to evaluate the student work.

2. Indicate the standard of success to be used for this assessment.

At least 80% of the students will average 4 or higher on the rubric across the assignments evaluated.

3. Indicate who will score and analyze the data (data must be blind-scored).

INP full-time faculty will score and analyze the data.

4. Explain the process for using assessment data to improve the program.

Every 3 years the program assessment will take place.

If the threshold of 80% of students averaging 4 or higher is not met, changes will be made in one or more of the following areas:

- In the course content (for the courses that comprise the advanced certificate) to address the area(s) of concern
- In the course sequencing
- In the course and/or program pre-requisites
- In the course lineup that comprises the advanced certificate (perhaps adding or removing courses)

PROGRAM ASSESSMENT PLANNING FORM

WASHTENAW COMMUNITY COLLEGE

Submitted by:

Name: Kelley K. Gottschang

Print/Signature

Date:

2/4/09

Dept. Chair: Jason Withrow

Print/Signature

Date:

2/4/09

Dean: Rosemary Wilson

Print/Signature

Date:

2/12/09

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

**PROGRAM ASSESSMENT PLANNING FORM**

**Program to be assessed:**

Title: Web Graphic Design

Division: BCT

Department: INP

Code: CVWBGR

Type of Award:

☐ A.A.  
☐ Cert.

☐ A.S.  
☒ Adv. Cert.

☐ A.A.S.  
☐ Post-Assoc. Cert.

☐ Cert. of Completion

**Assessment plan:**

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Describe population to be assessed	Number of students to be assessed
1. Create the visuals for a Web site based on experimental/emerging Web design	Portfolio	Every 3 years; next time will be fall 2009	Students who have completed the INP 212 course	All students who have a complete portfolio in fall 2009
2. Create a Web artifact based on the principles of information design as they apply to interface design	Project	Every 3 years; next time will be winter 2009	Students who have completed the INP 282 course	All students who complete the final project in winter 2009
3. Create the visuals for a website for a real client, as part of a team of students that visually captures the client's and user's requirements	Live Site	Every 3 years; next time will be winter 2009	Members of the Web teams that took on the role of Web Graphic Designer in INP 290	All students who were in the graphic design role in the winter 2009 class

**Scoring and analysis of assessment:**

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric/scoring guide.

Outcomes 1-3 will be reviewed by external evaluators (current web designers) using a departmentally developed web graphic design rubric to evaluate the student work.

2. Indicate the standard of success to be used for this assessment.

At least 80% of the students will average 4 or higher on the rubric across the assignments evaluated.

3. Indicate who will score and analyze the data (data must be blind-scored).

INP full-time faculty will score and analyze the data.

## PROGRAM ASSESSMENT PLANNING FORM

4. Explain the process for using assessment data to improve the program.  
Every 3 years the program assessment will take place.

If the threshold of 80% of students averaging 4 or higher is not met, changes will be made in one or more of the following areas:

- In the course content (for the courses that comprise the advanced certificate) to address the area(s) of concern
- In the course sequencing
- In the course and/or program pre-requisites
- In the course lineup that comprises the advanced certificate (perhaps adding or removing courses)

## Submitted by:

Name: Kelley K. Gottschang Kelley K. Gottschang Date: 8/22/08  
 Print/Signature  
 Dept. Chair: Jason Withrow Jason Withrow Date: 8/26/08  
 Print/Signature  
 Dean: Rosemary Wilson Rosemary Wilson Date: 10/6/08  
 Print/Signature

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