

# Program Learning Outcome Assessment Plan Template

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## General Information

Academic Year of Implementation: 2011 – 2012

Academic Program / Discipline Area (for General Education) or Co-Curricular Program Area

(Items Highlighted in red require primary attention in the planning process – not all highlighted areas need to be completed):

Digital Media Technology / A.S. Video and Motion Graphics

Planning Team:

Planning Team Leader(s) <sup>1</sup>	Campus	E-mail Address	Phone Extension	Mail Code
Robert McCaffrey	East	<a href="mailto:rmccaffrey@valenciacollege.edu">rmccaffrey@valenciacollege.edu</a>	2784	3-2
Wendy Givoglu	East	<a href="mailto:wgivoglu@valenciacollege.edu">wgivoglu@valenciacollege.edu</a>	2218	3-2
Planning Team Members <sup>2</sup>	Campus	E-mail Address	Phone Extension	Mail Code
Matt Messenger	East	<a href="mailto:mmessenger@valenciacollege.edu">mmessenger@valenciacollege.edu</a>	2870	3-2
Mike Maguire	West	<a href="mailto:mmaguire@valenciacollege.edu">mmaguire@valenciacollege.edu</a>	1814	4-26

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<sup>1</sup> Planning Team Leaders assume the responsibility for coordinating activities associated with the expectations for the design, approval and implementation of Assessment Plans. See the attached documents entitled *Program Outcome Assessment Plan Approval and Improvement Process* and *Program Outcome Assessment Plan Approval and Improvement Process – Student Affairs*

<sup>2</sup> Planning Team membership, whenever possible, should reflect the *Principles for selection of members for assessment plan work teams*. For faculty teams the principles include: Collegewide representation where possible; Full-time faculty from the respective program / discipline (tenured, tenure track, and Non-Tenure Earning 4 / 8 / 10 month faculty); Adjunct faculty when an adequate number of full-time faculty do not teach in the program / discipline; Faculty from both disciplines or programs when an outcome is assessed in two programs or a program other than the primary discipline. For plans developed in Student Affairs planning teams should include the following: Collegewide representation where possible; Staff from the targeted program area; Part-time Student Affairs professionals when an adequate number of full-time staff do not work in the targeted program area; Faculty / staff from other program / discipline areas working on the same or similar outcomes; Students representation when possible.

## Learning Outcomes and Performance Indicators

<b>Academic Program / Discipline Area (for General Education) or Co-Curricular Program Area:</b> Digital Media Technology / A.S. Video and Motion Graphics	
<b>Targeted Program Learning Outcome:</b>  Design compelling motion graphics.	<b>Targeted Course(s), Co-Curricular Program or Student Activity associated with the Academic Program:</b>  DIG 2342C – Advanced Motion Graphics
	<b>Targeted Outcome(s) within the Course(s), Co-Curricular Program or Student Activity identified above:</b> <ul style="list-style-type: none"> <li>• Student will be able to use programming to create more complex animations.</li> <li>• Student will recognize common motion graphic input devices and procedures for their use.</li> <li>• Student will integrate motion graphics with various sources and outputs.</li> </ul>
<b>Performance Indicators for the Program Learning Outcome(s) selected:</b>	<b>Performance Indicators for Outcome(s) within the Course(s), Co-Curricular Program or Student Activity selected:</b> <ul style="list-style-type: none"> <li>• Student will create original complex motions utilizing simple formulas</li> <li>• Students will use a simple input device to create motion graphics.</li> <li>• Student will use sources from various media programs to create motion graphics.</li> <li>• Student will create effective outputs of motion graphics to be used in other media programs.</li> </ul>
<b>Common Assessment</b> (What assessment method (written assignment, speech, test, etc.) will you use to assess student ability related to the program / course	

outcome(s) selected):

We'll use one of the final motion graphics projects in DIG 2342C.

**Description of the Proposed Common Assessment** (Common assessments should be designed to ensure a balance between (1) the need for a consistency within the program in order to ensure comparable student artifacts and (2) the need for reasonable flexibility in order to encourage faculty judgment in the design and delivery of learning activities):

**This will be an assignment that will require the use of 'expressions' or other forms of automated animation. Additionally, it will require the use of different input devices and require the student to use additional software to create assets, with a final delivery that can itself be used as an asset in other projects.**

**Proposed Assessment Instrument** (In some cases the assessment method may not need an associated assessment instrument – e.g., multiple choice tests):

We will create a rubric specific to measuring whether students have designed a 'compelling' motion graphic.

## Implementation Process

### Collection of Student Artifacts

What information needs to be communicated to students concerning the assessment process (informed consent, etc.)?

Nothing apart from the project rubrics they normally receive.

How will student artifacts or data associated with student performance be collected?

The instructor in DIG 2342C will collect AEP files (to check expressions and programming), project files from the assets students create (PSD files, AI files, C4D files, video files, etc.). Part of the requirements will allow for judging how the student used a specific input device.

If student artifacts are to be collected based on a random sample of students registered for the course or participating in the program / activity, what characteristics should the sample include?

N/A – all samples will be collected.

How will information about faculty / staff participation in the assessment project be communicated?

Via email from the program director.

Who will be responsible for coordinating the collection of student artifacts?

The DIG 2342C instructors.

At what point in the academic year / semester will the student artifacts be collected?

Spring 2012 semester.

#### **Program Level Assessment / Evaluation of Student Artifacts and Analysis of Results**

When will student artifacts be assessed / evaluated?

May 2012

Which faculty or staff from the program/discipline will evaluate student artifacts?

Mike Maguire, Robert McCaffrey, Matt Messenger. We may also ask a motion graphic artist from our local advisory board to participate.

What training / preparation / information will faculty or staff need in order adequately assess / evaluate the student artifacts collected?

They will be oriented via the student rubrics and the rubric created to assess the motion graphics.

When will the results / data associated with the assessment plan be analyzed?

Summer 2012.

What training / preparation / information will faculty or staff need in order to analyze the results data associated with this assessment plan?

None. The rubric scores will be analyzed via a spreadsheet.

What additional sources of data might allow faculty / staff to better understand and act on the results of this assessment plan?

At this time, we anticipate none. We will access program survey and demographic data if appropriate to do so.

In order to ensure curricular and programmatic alignment, who else should be included in this conversation (e.g., faculty from related discipline areas in General Education)?

Possibly faculty in Graphics Technology.

How will the assessment results be disseminated to stakeholders (Faculty, Staff, Advisory Boards, etc.)?


*Via email from the program director.*

## Approval Process

Activities Associated with the Approval of Assessment Plans	Completion Date	Person Responsible	Results
Draft assessment plan is circulated for input to reviewers appropriate to the program / discipline <b>(including Deans / Directors responsible for supporting and promoting the work necessary for the implementation of the Assessment Plan)</b>	Summer 2011	Robert McCaffrey	Mike Maguire, Robert McCaffrey, and Matt Messenger discussed the year two assessments via email. Based on those discussions, the program chair (McCaffrey) decided on the new PLO to assess.
College-wide live or e-mail / Blackboard discussion will be coordinated to consider input received (if needed)	Summer 2011	Robert McCaffrey	<p>Matt Messenger and Robert McCaffrey met during the summer and the first week of the Fall 2011 semester to discuss continuing the 2010-2011 PLO assessment and improvement plan, as well as a new 2011-2012 assessment plan.</p> <p>The new assessment will be the A.S. Video and Motion Graphics PLO # 6 "Create compelling motion graphics."</p>
Draft assessment plan is revised to reflect input	September 2011	Robert McCaffrey	Revised and submitted to W. Givoglu, Dean of Arts and Entertainment.
Faculty vote on the Assessment Plan using the Current voter eligibility list for curriculum ( <a href="http://valenciacollege.edu/faculty/forms/voterlists/">http://valenciacollege.edu/faculty/forms/voterlists/</a> )	September 2011	Robert McCaffrey	Robert McCaffrey & Matt Messenger, the only full-time faculty members in the program, unanimously agreed to the new assessment draft.

## Dean / Director Support

The Dean(s) / Directors (for Librarians) responsible for supporting and promoting the work necessary for the implementation of the Assessment Plan need to indicate their support for the plan.

Wendy Givogly Dean / Director East / Winter Park Campus	Signature  10/7/11
Dean / Director Osceola / Lake Nona Campus	Signature
Dean / Director West Campus	Signature

**Improvement Plan and the Use of Assessment Results** (To be completed after the implementation of the initial Assessment Plan and the review of student artifacts)

What do the results of this assessment plan suggest about changes / improvements needed within the curriculum (Specific recommendations for improvement, targeted course(s), co-curricular program or student activity)?

What changes to the common course outlines, if any, need to be considered?

What do the results of this assessment plan suggest about changes / improvements to the program assessment process?

Individual(s) Responsible leading the implementation of recommendations

Stakeholders Impacted by the recommendations for improvement

**Artifacts = other programs (psd, ai, c4d, etc. that student uses with AE)**

AEP files to see expressions