

5-Year Plan for Assessment of Program Learning Outcomes

AAS Degree

**I. Program Information**

Division:

Arts, English, and Humanities

Name of Program:

Digital Media Design

Certificates Embedded in Program:

Graphic Design  
Photography/Digital Imaging

Assessment Plan for Following Five Years:

FY 2019 – FY 2023 (July 1, 2018– June 30, 2023)

Faculty Who Prepared Plan:

Program Chair: Randall Anderson  
Faculty:

Date Submitted by Faculty:

November 16, 2018 – first version submitted for Academic Outcomes Assessment Committee  
April 19, 2019 – revised version submitted to division dean for review

Division Dean:

D. Thomas Harrison

Date Submitted by Dean:

May 3, 2019

**II. Institutional Mission or End Statement Reference:**

**Institutional Mission:**

OCCC provides broad access to learning that empowers students to complete a certificate or degree and that enriches the lives of everyone in our community.

**ENDS**

- Access: Our community has broad access to valuable certificate and degree programs, and non-credit educational opportunities and events.
- Student Success: Our students successfully complete their academic courses, persist in college and earn certificates or degrees at OCCC or another institution.
- Workforce Development: Our graduates earn higher-level degrees or are successful in technical and professional careers.
- Community Development: Our community's quality of life is enriched through our educational, artistic and recreational programs and events.

**III. Program Learning Outcomes:**

List all program learning outcomes for the program designated above. There should be 5-10 program learning outcomes total.

Under each outcome, list the measures. There should be at least 1 measure per outcome, but there can be up to 3 measures per outcome.

Indicate which outcome(s) will be assessed in each year of this plan. Only 1-3 outcome(s) should be assessed in a particular year.

All learning outcomes for this program will be assessed over the five-year cycle of this plan. Annual reports will evaluate only the outcome(s) designated for that year. The program review (or accreditation process for programs with external accreditation) will report on all program learning outcomes.

**Outcome 1 (required):**

Students of DMD 2803: Portfolio Preparation and Presentation will be able to create designs, assets, or images for commercial output.

<p>Measure 1 (required): Eighty percent of students will construct original designs, assets or images to be included in their portfolio and score 2 or above on Outcome 1 of the Portfolio Preparation and Presentation rubric.</p>	<input checked="" type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)	<p>Anticipated Target (required): Students of DMD 2803: Portfolio Preparation and Presentation will create and present a portfolio to the instructor.</p>
<p>Measure 2:</p>	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	<p>Anticipated Target:</p>
<p>Measure 3:</p>	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	<p>Anticipated Target:</p>

Year Outcome 4 will be assessed (required):

FY2019

**Outcome 2 (required):**

Students of DMD 2803: Portfolio Preparation and Presentation will be able to apply compositional elements and principles to create original designs, assets or images.

<p>Measure 1 (required): Eighty percent of students will apply compositional elements and principles to create original designs, assets or images of their portfolio. by scoring 2 or above on Outcome 2 of the Portfolio Preparation and Presentation rubric.</p>	<input checked="" type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)	<p>Anticipated Target (required): Students of DMD 2803: Portfolio Preparation and Presentation will create and present a portfolio to the instructor.</p>
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Measure 2:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:
Measure 3:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:

Year Outcome 1 will be assessed (required):

FY2020

**Outcome 3 (required):**

Students of DMD 2803: Portfolio Preparation and Presentation will be able to apply the knowledge of the operation of equipment used in the digital media design industry.

<b>Measure 1 (required):</b> Eighty percent of students will demonstrate the proper use of equipment used in the digital media design industry of their portfolio by scoring 2 or above on Outcome 3 of the Portfolio Preparation and Presentation rubric.	<input checked="" type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)	<b>Anticipated Target (required):</b> Students of DMD 2803: Portfolio Preparation and Presentation will create and present a portfolio to the instructor
Measure 2:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:

Measure 3:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:
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Year Outcome 2 will be assessed (required):

FY2021

**Outcome 4 (required):**

Students of DMD 2803: Portfolio Preparation and Presentation will be able to apply the Adobe software.

<b>Measure 1 (required):</b> Eighty percent of students will demonstrate the use of the Adobe software to create original designs, assets or images of their portfolio by scoring 2 or above on Outcome 4 of the Portfolio Preparation and Presentation rubric.	<input checked="" type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)	<b>Anticipated Target (required):</b> Students of DMD 2803: Portfolio Preparation and Presentation will create and present a portfolio to the instructor.
Measure 2:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:
Measure 3:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:

Year Outcome 3 will be assessed (required):

FY2021

**Outcome 5 (required):**

Students of DMD 2803: Portfolio Preparation and Presentation will create designs, assets, or images with close attention to detail.

<p>Measure 1 (required): Eighty percent of students will demonstrate close attention to detail in their original designs, assets or images in their portfolio by scoring 2 or above on Outcome 5 of the Portfolio Preparation and Presentation rubric.</p>	<p><input checked="" type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)</p>	<p>Anticipated Target (required): Students of DMD 2803: Portfolio Preparation and Presentation will create and present a portfolio to the instructor.</p>
<p>Measure 2:</p>	<p><input type="checkbox"/> Direct <input type="checkbox"/> Indirect</p>	<p>Anticipated Target:</p>
<p>Measure 3:</p>	<p><input type="checkbox"/> Direct <input type="checkbox"/> Indirect</p>	<p>Anticipated Target:</p>

Year Outcome 5 will be assessed (required):

FY23

**(Only 5 outcomes are required. Additional outcomes from 6 through 10 are available if needed.)**

**Outcome 6:**

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Measure 1 (required):	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)	Anticipated Target (required):
Measure 2:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:
Measure 3:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:

Year Outcome 6 will be assessed (required):

**Outcome 7:**

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Measure 1 (required):	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)	Anticipated Target (required):
Measure 2:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:
Measure 3:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:

Year Outcome 7 will be assessed (required):

**Outcome 8:**

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Measure 1 (required):	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)	Anticipated Target (required):
Measure 2:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:
Measure 3:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:

Year Outcome 8 will be assessed (required):

**Outcome 9:**

Measure 1 (required):	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)	Anticipated Target (required):
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Measure 2:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:
Measure 3:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:

Year Outcome 9 will be assessed (required):

**Outcome 10:**

Measure 1 (required):	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)	Anticipated Target (required):
Measure 2:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:



support options. These support options are designed to give students flexibility to meet their own academic and professional goals										
APPM 1223										
BUS 1323										

Note : Portfolio Preparation and Presentation Rubric on next Page

# Portfolio Preparation and Presentation Rubric

Semester \_\_\_\_\_ Spring 2019 \_\_\_\_\_ date \_\_\_\_\_

Name \_\_\_\_\_ id # \_\_\_\_\_

Rating Scale: 1 = Does not meet the student learning outcome

2 = Meets the student learning outcome

3 = Exceeds the student learning outcome

Student Learning Outcomes	Points
1. Prepare Create designs, assets, or images for commercial output.	
2. Apply compositional elements to create original designs, assets or images.	
3. Apply the knowledge of the operation of equipment used in the digital media design.	
4. Apply the Adobe software.	
5. Create designs, assets, or images with close attention to detail.	
<b>Total</b>	
<b>Average (divide by 5)</b>	