SUNY CANTON

Program/Department
Canino School of Engineering Technology
Fall 2016 Assessment Report

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What was assessed? Student learning outcomes list:

- Departmental Outcomes:
  - Design Critique
  - Design Brief
  - Portfolio
  - Professional Detail
  - Interpretation
  - Design Process
  - Content Knowledge

How was the assessment accomplished?

- Student work assessed: Most courses rely on student artifacts, with occasional exams

- Measurement strategy: Student artifacts are rated via instructor design rubrics; some objectives were additionally rated using the AACU VALUE rubrics for Critical Thinking or Communication

- Sample size: All students in all sections of participating courses were used

Actual assessment data

- Outcome 1: Design Critique

Course	Outcome	Result	Notes
GMMD 101	Engage critically with mass media products	Exceeded	
GMMD 121	Develop concepts via readings, lectures, class discussion and viewing interactive works	Met	
GMMD 201	Demonstrate critical awareness of composition and design through production, critique and evaluation of digital media	Met	
GMMD 330	Evaluate web browsers and predict compatibility issues associated with each	Met	
GMMD 331	Evaluate student and professional produced multi-media products	Met	
GMMD 408	Critique online portfolio sites and individual portfolios	Exceeded	
GMMD 440	Specify goals on which to be evaluated throughout a rating period	Exceeded	

Actual Assessment Data

- Outcome 2: Design Brief

Course	Outcome	Result	Notes
GMMD 401	Integrate	Met	
GMMD 440	Identify appropriate mentorship opportunities in organizations that are commensurate with the student's interests	Exceeded	

Actual Assessment Data

- Outcome 3: Portfolio

Course	Outcome	Result	Notes
ARTS 101	Complete and present a professionally organized portfolio	Met	
GMMD 201	Produce digital images	Met	
GMMD 330	Collect and assemble varying image types and organize them within a site	Met	
	Design and develop	Met	
GMMD 408	Develop an exit portfolio	Exceeded	
GMMD 440	Prepare an appropriate resume for job searches and interviews	Met	
	Prepare a Portfolio	Met	

Actual Assessment Data

- Outcome 4: Professional Detail

Course	Outcome	Result	Notes
GMMD 201	Design and publish a photographic project	Exceeded	
GMMD 401	Organize and found	Met	

Actual Assessment Data

- Outcome 5: Interpretation

Course	Outcome	Result	Notes
GMMD 313	Identify dominant features of genre	Exceeded	
	Design a mise-en-scene for a genre specific story through verbal description and/or storyboarding	Exceeded	
	Compare, through writing, filmic treatments of a particular theme in different historical moments	Exceeded	
GMMD 331	Design a layout using vector tools and hierarchy to interpret a text	Met	
GMMD 408	Develop a personal branding strategy	Met	

Actual Assessment Data

- Outcome 6: Design Process

Course	Outcome	Result	Notes
GMMD 102	Demonstrate practical awareness of the multiple steps of the design process	Not Met	Note: Poor completion
GMMD 201	Demonstrate competency with the manual operations of digital cameras through the controlled application of ISO, aperture, exposure speed and focus	Met	
GMMD 440	Compare and contrast internships versus research projects based on individual student needs	Exceeded	

Actual Assessment Data

- Outcome 7: Content Knowledge

Course	Outcome	Result	Notes
ARTS 101	Apply with basic competence the techniques of several different drawing mediums	Met	
GMMD 101	Understand the effects of media on American society	Met	
	Identify problems with current media ownership and dissemination	Exceeded	
	Describe the role played by advertising and public relations in supporting mass media	Exceeded	
GMMD 102	Choose appropriate software for defined design tasks	Met	
	Demonstrate practical awareness of the elements of shape, space, line and color	Exceeded	
	Demonstrate practical awareness of one or more of the following principles: balance, contrast, emphasis, arrangement, proximity, repetition, alignment, rhythm, scale and proportion	Met	
GMMD 330	Apply commonly used HTML tags and how to use them	Met	
	Create various types of lists, tables, formatted text, and other web elements including line breaks, rule lines, block quotes and menus	Met	
GMMD 408	Define viral, crowd-sourcing, and on-demand strategies	Met	

Assessment results: What have the data told us?

- Program objectives are assessed in multiple places throughout the curriculum
- Programs objectives are sometimes assessed in multiple methodologies within the same course

Data-driven decisions: How the department has or plans to "close the loop" based on these results.

- This report will be shared on the department BB site

What resources were used or have been requested to close the loop?

- We may discuss the possibility of a course fee for GMMD 102 to address the poor completion rate of the final printed assignment, or discuss an alternate assessment artifact

What changes would you make to the Assessment Process?

- As mentioned above, as each objective appears in multiple courses, it is unnecessary to assess each objective each time.