



# GMMD

## Canino School of Engineering Technology

### 2017 Assessment Report

- Curriculum Coordinator: Christopher Sweeney
- Date of Presentation: January 17, 2018

# What was assessed? Student learning outcomes list:

- *PSLO 2 – Content Knowledge*
  - *Student demonstrate specialized knowledge related to the design discipline*
- *ISLO # Critical Thinking & Communication*



# Where were outcomes assessed?

- *PSLO 2 – Content Knowledge*

*ARTS 101 Introductory Drawing*

*ARTS 201 Art History BC – 16<sup>th</sup> Century*

*GMMD 101 Intro to Media Studies*

*GMMD 121 Programming for Visual Art & Design*

*GMMD 301 3D Design*

*GMMD 330 Web Design & Development*

*GMMD 331 Digital Illustration & Typography*

*GMMD 420 Animation Techniques*

- *ISLO Communication*

*GMMD 302: Professional Photography*

*GMMD 440 Orientation to Culminating Experience*

*GMMD 401 Multimedia Product Design*

*GMMD 331 Digital Illustration & Typography*

- *Critical Thinking*

*GMMD 317 Culture & Communication*

*GMMD 331 Digital Illustration & Typography*

*GMMD 408 Portfolio Development & Media Strategies*

*ARTS 203 Art & Society*



# How was the assessment accomplished?

- Student work assessed:
  - Student projects
  - Student exams
- Measurement strategy:
  - Applicable rubrics used for oral presentations, term papers and group projects
  - % of questions answered correctly on quizzes and midterm/final exams
- Sample size:
  - All students who take the designated assessed courses, see attachment for N for each course



# Assessment results: What have the data told us?

- *PSLO 2: Content Knowledge*

- *All courses in the report assess this in multiple learning objectives.*
- *The objective was met or exceeded in all cases except for one instance in GMMD 101*

- *ISLO: Critical Thinking*

*70% of students met or exceeded objectives in all courses*

- *Communication*

*70% of students met or exceeded objectives in each course except GMMD 440. In GMMD 440 the instructor notes that the AACU rubric is limiting and highly artificial and does not reflect the needs of the course, nor does it meet most rhetorical situations outside of academic settings.*



Data-driven decisions: How the program has or plans to “close the loop” based on these results.

- Remove GMMD 440 from the assessment map for ISLO until a more organic assessment is allowed.
- This assessment data demonstrates a higher degree of success in GMMD 301 since the introduction of 3D printing technology to the course



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

- Program needs \$\$\$ for software and equipment to continue 3D printing - Purchase licenses for professional version of GoogleSketchup
  - Purchase two licenses for Simplify 3-D
  - Tech support for printers beyond class time. (student workers, student internships, ISA)
  - Dedicated computer for file slicing profiles to support the 3-d printers

