### Program Outcomes in ACD

Data Collection, Tracking and Reporting

The program outcomes for the Art and Computer Design (ACD) AOS program were used to model the development of a set of OA products.

#### Click/See the entire ACD plan.

<table>
<thead>
<tr>
<th>1. Title of Task</th>
<th>2. Pre-Press Production Tasks (Technical)</th>
<th>3. Layout/Comp Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inaccurate</td>
<td>Students will produce correct test separations.</td>
<td>Students will produce line/art work that is sharp, clean and accurate.</td>
</tr>
<tr>
<td></td>
<td>Students will produce written communication to the printer that is clear and accurate.</td>
<td>Students will produce jobs that are ready for reproduction.</td>
</tr>
<tr>
<td></td>
<td>Students will produce jobs that are ready for reproduction.</td>
<td>Portfolios</td>
</tr>
</tbody>
</table>

In the ACD program, Pre-Press Production is one of four critical task areas. All students are evaluated on each of the four performance elements listed.

#### Click/See the complete rating sheet with items used for Outcome Assessment purposes highlighted.

```
<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>14. Layouts and/or comps are clean, neat and well-presented.</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>15. Thumbnails, roughs, and comps show good idea development.</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>16. Basic design skills are utilized; composition, use of color, type, etc.</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>17. Type is represented accurately; font,</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
```

The ACD faculty had already been using a rating sheet in an end-of-program course, "Portfolio Presentation." Each student's portfolio is rated on 22 criteria. For purposes of Outcome Assessment, many but not all of the items are used.

#### Click/See the computer screen used to input student data.

```
Student: [Please Select a Student] Term: 20

Enter 0,1,2,3 in the boxes below. Leave the rest blank.

I. Resume:

   1
   2
   3

II. Portfolio:

   General:
   Pre-press Production:
   Layout/Comps:
   Computer Use:
```

A database was created to capture performance information for each student. The screen designed for the ACD program accepts scores for all 22 items on the rating sheet.

#### Click/See report showing individual student data.

```
Student/Item  1  2  3  4  5  6  Domain 1  7
17413  1  1  1  1  1  1  N  2
17840  2  2  2  2  2  1  N  2
18142  3  3  2  2  1  1  N  3
18193  3  1  2  2  2  2  N  2
18292  2  2  2  2  2  1  N  2
18779  2  2  2  2  2  2  Y  2
18786  2  2  2  2  2  2  N  2
181935  3  3  3  3  2  2  Y  2
```

The program creates three reports. One detailed report shows how each individual student performed on all 22 items. This data is made available to ACD faculty only.

A second report shows a summary for all students who take the Portfolio Presentation course in a given year. Like the
A third report is a summary of student performance in each of the four major task areas in the ACD program. For areas where the percentage of students demonstrating competence falls below targeted levels, a description of some action to be taken is expected. This form is to be shared with those inside and outside the program.