**NTID**  
**Art and Computer Design Program Outcomes Assessment**  
**Plan and Report for AY 2006-2007 Middle States**

*Program Goal: Prepare graduates with knowledge and skills to obtain entry-level positions in the art and computer design field.*

<table>
<thead>
<tr>
<th>Domain/Task/Capability</th>
<th>Performance Criteria/Benchmarks</th>
<th>Instrument/Opportunity</th>
<th>Assessment of Performance</th>
<th>Timeline</th>
<th>Results</th>
</tr>
</thead>
</table>
| 1. Resume (Technical) [Eighty percent (80 %)] of all students will produce a resume that has a layout that is professional looking, content that is accurate and clearly stated, and language that is appropriate. | a. Students will produce a resume with layout that is professional looking.  
b. Students will produce a resume with content that is accurate and clearly stated.  
c. Students will produce a resume with language that is accurate. | Portfolio Review (Portfolio Presentation course) | a.-c. Score of at least a “2” (“Acceptable/Meets Entry Level Professional Standards”) on all associated items on Portfolio Review Rating Form. | AY 2001-2002 | AY 2001-2006 |

Data collected across six years indicate an average of 47% of students meeting this criterion.  
**

2. Pre-Press Production Tasks (Technical) [Eighty percent (80 %)] of all students will produce test separations that are correct, | a. Students will produce correct test separations.  
b. Students will produce line/art work that is sharp, clean and accurate.  
c. Students will produce | Portfolio Review (Portfolio Presentation course) | a.-d. Score of at least a “2” (“Acceptable/Meets Entry Level Professional Standards”) on all associated items on Portfolio Review Rating Form | AY 2001-2002 | AY 2001-2006 |

Data collected across six years indicate an average of 40% of students meeting this criterion. The patterns over these years reflect no discernable trend. This level **

The A&IS Department is undergoing a thorough curriculum revision with expected implementation in Fall Quarter 2007. As part of this revision, all students
|   | Artwork that is clean and accurate, printer instructions that are clear and artwork that is ready for reproduction. | Written communication to the printer that is clear and accurate.  
d. Students will produce jobs that are ready for reproduction. | of performance is clearly unsatisfactory.  
**   |
|---|---|---|---|
| 3. Layout/Comp Tasks (Technical)  
[Eighty percent (80 %)] of all students will produce professional looking layouts/comps, products that show good idea development, use of basic design skills and good use of type. | a. Students will produce layouts/comps that are clean, neat and well-presented.  
b. Students will produce products that show good idea development.  
c. Students will utilize good basic design skills.  
d. Students will represent type appropriately and accurately.  
Portfolio Review (Portfolio Presentation course) | a.-d. Score of at least a “2” (“Acceptable/Meets Entry Level Professional Standards”) on all associated items on Portfolio Review Rating Form.  
AY 2001-2002 | Data collected across six years indicate an average of 58% of students meeting this criterion. This performance is clearly unsatisfactory.  
**   |
| 4. Computer Use (Technical)  
[Eighty percent (80 %)] of all students will select and use appropriate software. | a. Students will select appropriate software.  
b. Students will use software effectively.  
Portfolio Review (Portfolio Presentation course) | a.-b. Score of at least a “2” (“Acceptable/Meets Entry Level Professional Standards”) on all associated items on Portfolio Review Rating Form  
AY 2001-2002 | Data collected across six years indicate an average of 84% of students meeting this criterion.  
**   |
| 5. Students will gain entry-level employment in the art and computer design field.  
(90% of) graduates will be employed in the field. | NCE placement data | To be determined | Continue monitoring.  
For AY 2004-2005 n=6; 100% of students seeking employment were working |
| 6. Graduating students will indicate satisfaction with program courses.  
(80% of) graduating students will rate courses in the major as satisfactory or above. | Student Satisfaction Survey Annual survey administered to all students in Arts & Imaging Studies Department.  
Students will indicate "agree" or "strongly agree" (a score of 4 or 5 on a five-point scale) on program satisfaction components of the A&IS Department Student Survey instrument.  
AY 2005-2006 | 92% of respondents indicated "Agree" or "Strongly Agree" with eight items (combined average) dealing with program satisfaction on  
Across the eight survey items, responses ranged from 100% to 85%. Efforts in the new academic year will focus on the items at the lower end of the range.  
AY 2005-2006 | **   |
<table>
<thead>
<tr>
<th>Program/alumni will indicate satisfaction related to employment preparation.</th>
<th>(80% of) alumni will be satisfied with the technical preparation for their first job.</th>
<th>Alumni Survey</th>
<th>Alumni will indicate an average score of 3 or above (5-point scale) on the related job preparation components of the Alumni Survey instrument.</th>
<th>AY 2002-2003</th>
<th>AY 2003-2006</th>
<th>n/a</th>
<th>n/a</th>
</tr>
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<tbody>
<tr>
<td>Students will demonstrate technical competence on job.</td>
<td>90% of students will perform at or above expected levels on co-op job.</td>
<td>Co-op Supervisor Evaluation</td>
<td>Students will receive a score of &quot;5&quot; or higher (7-point scale) on the Co-op Employer's Evaluation, question #29 (student's overall performance).</td>
<td>AY 2002-2003</td>
<td>AY 2003-2006</td>
<td>*For all NTID associate degree co-op students for 2004 to 2005: Total n=65; 94% of students met criterion</td>
<td>Continue monitoring.</td>
</tr>
</tbody>
</table>

**Comments:**
*The total n reflects only those co-op evaluations that were completed online. An online co-op evaluation form was implemented summer 2004. As of summer 2005 there were still additional hard-copy co-op evaluations that could not be included in this report. It is anticipated that 90% of the co-op evaluations will be completed online by summer 2006. At that time it may be possible to calculate performance of students for each program of study.**

**Earlier results posted in these sections contained errors due to incorrect interpretation of raw data; the interpretation process has now been corrected.**

**NOTE:** The outcomes assessment plan for ACD will be revised as part of new curriculum development efforts within the department as a whole.

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Rev: 01/28/2007