# NTID
## Arts & Imaging Studies Outcomes Assessment
### Plan and Report for AY 2009-2010

**Program Goal:** to prepare Deaf/Hard of Hearing graduates for entry into a variety of creative and technical positions in the print and non-print media field

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<th>Critical Outcomes for all Students</th>
<th>Assessment of Outcomes</th>
<th>Timeline</th>
<th>Results</th>
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<td><strong>Domain/Task/ Capability</strong></td>
<td><strong>Performance Criteria/ Benchmarks</strong></td>
<td><strong>Instrument/ Opportunity</strong></td>
<td><strong>Assessment of Performance</strong></td>
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<td>1. Students will demonstrate ability to produce visual work meeting employment standards.</td>
<td>80% of students will present work samples demonstrating:</td>
<td>Portfolio prepared by student in final major course: Practicum/ Portfolio Presentation 0855-353.</td>
<td>Student portfolios will be reviewed on at least an annual basis across all three criteria; as rated by a jury using assessment rubric.</td>
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<td><strong>1.1 Graphic Art Concentration.</strong> Students will be able to research client needs, explore alternative solutions, and produce finished designs that meet client needs, following industry standards.</td>
<td>80% of students will present work samples demonstrating industry-level skills in problem-solving, visual idea generation, graphic design, and production techniques.</td>
<td>Portfolio of work prepared by students in the advanced concentration course, Publication Design 0855-362</td>
<td>Student work will be reviewed by the course instructor(s) using an assessment rubric which measures performance criteria.</td>
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### 1.2 Photo Imaging Concentration

Students will be able to acquire, manipulate, and display images using a variety of printing techniques common to the industry.

- **Portfolio of work prepared by students in the advanced concentration course, Composite Imaging 0855-372**
- **Student work will be reviewed by the course instructor(s) using an assessment rubric which measures performance criteria.**
- **AY 2006-2007**
- **AY 2009-2010**

80% of students will present work samples demonstrating industry-level skills in image acquisition, manipulation, output, and publishing techniques.

In the Composite Imaging course sections in 2009-10 14 of 17 students (83%) successfully demonstrated the expected skills. While 83% does exceed our target, we are not satisfied with this result. We will dig deeper and try to determine what specific issues negatively affected the outcome. Was there any consistency in the lack of skill success or was this just an off year?

### 1.3 Print Publishing Concentration

Students will be able to prepare text and graphics for publishing using a variety of sources common to the industry.

- **Portfolio of work prepared by students in the advanced concentration course, Publication Production II 0855-383**
- **Student work will be reviewed by the course instructor(s) using an assessment rubric which measures performance criteria.**
- **AY 2006-2007**
- **AY 2009-2010**

80% of students will present work samples demonstrating industry-level skills in acquisition, generation, and preparation of text and graphics from various sources and producing jobs ready for reproduction.

The print publishing concentration was our most lightly declared concentration. Only one section of Publication Production II was run in 2009-10. All students (n = 4) (100%) exceeded our expectation for the demonstration of publishing skills.

This concentration has been the most lightly declared concentration but one of the most successful in job placement and success in co-ops. This is one of the main reasons we modified the AIS program to have two concentrations (Graphic Design & Graphic Technology) beginning this AY 2010-11. More students will be enrolling in publishing courses and developing these critical skills.

### 1.4

80% of students will present work samples demonstrating industry-level skills in image acquisition, manipulation, output, and publishing techniques.

In the sole Web We had in-
### Web Design Development Concentration

Students will be able to utilize various sources, e.g., text, graphics, videoclips, databases, to design and develop web pages, using techniques common to the industry.

| 2. Students will demonstrate ability to develop a professional resume, using constructive feedback from colleagues in the draft process. | 80% of students will present a finished resume which meets these criteria: 1. appropriate and accurate information; 2. clear and grammatically consistent language; and 3. professional layout. | Resume submitted as part of course: Employment Seminar 0806-201. | Resumes will be rated by a jury using assessment rubric. | 2006-2007 AY | 2009-2010 AY | In the Employment Seminar course section in 2009-10, 38 of 38 AIS students (100%) successfully prepared a final resume as a final project for the course. 

- Design III course section in 2009-10, all students (n = 4) (100%) met or exceeded the course expectations. However, fewer than anticipated students completed this course. Some faculty had not been teaching the outcomes expected in Web Design I and therefore many students were not fully prepared for Web Design II and, subsequently, Web Design III.
- The Employment Seminar is proving to be very successful in enabling students to better prepare their resume and in reinforcing the skills previously learned in Job Search Process. We will continue to require all students to make a final updated resume.

### 3. Students will demonstrate ability to explain their work in the course of an employment interview.

In a simulated job interview including questions regarding a chosen project, 80% of students will clearly describe:

1. the purpose

Videotaped interview as part of course: Job Search Process 0806-101. | Interviews will be rated by a jury using assessment rubric. | 2006-2007 AY | 2009-2010 AY | The video taped practice interview is a major assignment in Job Search process. In the JSP classes in 2009-10 40 of 48 (83.3%) AIS students completing the interview were rated as having prepared the interview readiness, and/or communication ability.

An analysis will be made to determine what were the weaknesses: technical knowledge, interview readiness, and/or communication ability.
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<th>4. Students will gain entry-level employment in the arts and imaging field.</th>
<th>90% of graduates will be employed in the field.</th>
<th>NCE Placement Data</th>
<th>Data will be reviewed by faculty annually.</th>
<th>AY 2002-2003 (continuing)</th>
<th>AY 2008-2009</th>
<th>To date, all graduates from NAIA and NAIO had started in the ACD and DIPT programs. The first graduates from NAIA/NAIO were in 20083. 1 with AAS degree and 1 with AOS degree. The student with the AOS degree is now employed in the field. No data was provided regarding the AAS graduate. In 20091 thru 20093, 7 students graduated with an AAS degree from NAIA and 12 students from NAIO. Of the students who graduated, half are now in baccalaureate degree programs. The others are not yet reported as having a full-time employment. The AIS department needs to work with NCE to find out what recent graduates are now doing. The first graduates from NAIA and NAIO who started in these programs will graduate this year. We will closely monitor their job placement or BFA/BS program placement success.</th>
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<td>5. Graduating students will indicate satisfaction</td>
<td>80% of graduating students will rate courses in</td>
<td>Student Satisfaction Survey</td>
<td>Students will indicate &quot;agree&quot; or &quot;strongly&quot;</td>
<td>AY 2005-2006 New A&amp;IS Department</td>
<td>AY 2008-2009 Results to be</td>
<td>No survey was completed in 2010. The next satisfaction</td>
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<td>6. Program alumni will indicate satisfaction related to employment preparation.</td>
<td>80% of alumni will be satisfied with the technical preparation for their first job.</td>
<td>Alumni Survey</td>
<td>AY 2007-2008</td>
<td>No alumni satisfaction survey was done in 09-10. the next alumni survey will be done in academic year 2010-11.</td>
<td>n/a</td>
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<td>Program alumni will indicate satisfaction related to the instruction they received at NTID/RIT.</td>
<td>80% of alumni will be satisfied with the instruction they received at NTID/RIT.</td>
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<td>7. Students will demonstrate appropriate work behavior and 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>AY 2002-2003</td>
<td>Data is available on 34 AIS students (23 NAIO and 11 NAIA) who completed co-op in 20084-20094. (Additional 20094 co-op data may be available later.) 91.2% received a 3 or higher (1 low, 5 high) from supervisor for an overall rating; 70.1% with a 4 or 5 rating. 27 of 34 students (79.4%) were</td>
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<td>AY 2008-2009</td>
<td>An analysis of results will be made to determine if technical skills or soft skills weighed more heavily in supervisor evaluations. A second analysis will be made to see if length of time in program for AAS students has been a factor: are their technical skills suffering as they stay to complete AAS</td>
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rated “YES” for readiness for employment. Interestingly, NAIO (AOS degree) student rated significantly higher than NAIA (AAS degree) students in both overall rating and job readiness.

Comments:

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