Assessment, Improvement, Measurement (AIM) Report: 10/08/2013

Plan Year: 2012-2013
Unit: Information Management and Design
Coordinator(s): Deborah Holt, Timothy Birch, Karman Wheeler, Andrew Hunt
Reviewer: Deborah Holt

Objective or Outcome	Measure(s)				
	Measure Text	**Achievement Target**	**Results**	**Achievement Target Result**	**Use of Findings/Next Steps**
SLO 1 - Design a web page using various software and technology with emphasis on creativity and organization.	Evaluate portfolio using a rubric.	80% of the students will receive a 2.0 or higher in creativity and organization.	All students in the web portfolio course achieved a 2.0 or higher	Met	After reviewing student portfolio content against the market and changing technology, the instructor plans to add WordPress to the course material and portfolio requirements. While students did meet the achievement goal of 2.0 or higher, creativity and uniqueness can always improve. Based on results, the instructor plans to place more emphasis on the importance of creating something that will really stand out to potential employers.
SLO 2 - Students will create publications utilizing various software/technology (Adobe Creative Suite, Photoshop and Illustrators, etc.) and incorporating new technology/coursework (SEO - Search Engine Optomization and CMSoftware-Content Management Software).	Evaluation of portfolio using a rubric based on the following characteristics: 1. Follow basic design concepts 2. Rules of typography 3. Visual Representation 4. Grammar	80% of the students earning a 2.0 or higher on each of the four components within the rubrics.	Most students exhibited well constructed, diverse bodies of work which met requirements of rubric (knowledge of basic design concepts and typography, strong visual representation and grammar skills) Over 80% of students achieved a 2.0 or higher in each of the four components.	Met	Based on results from this year, improvements will include strategies for students to use to market themselves after graduation, using new avenues like social media. Plans for improvement will also provide more examples of past successful student portfolios and contemporary design work, as well as guest speakers from the industry.
					Results have shown a

SLO 3 - Students will be able to utilize strategies for entering the workforce including preparation of a professional portfolio.	Strategies assessed by evaluating portfolios developed in IMD 270 Professional Practices.	80% will receive a 2.0 or higher on their portfolio evaluation.	90% of the students performed with a 2.0 on the portfolio this semester.	Met	need for students to research, analyze, and report on example portfolios while starting the process of building their own for the semester project. Putting more class focus on these completed examples would be an improvement that would help students see what others before them have created--see what worked and what didn't work.