## Assessment, Improvement, Measurement (AIM) Report: 04/03/2013

Plan Year: 2012-2013

Unit: Information Management and Design
Coordinator(s): Timothy Birch, Karman Wheeler, Deborah Holt, Andrew Hunt

Reviewer: Deborah Holt

Objective or Outcome	Measure(s)		
	Measure Text	Achievement Target	Assess Month
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.	April
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.	April
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.	April

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