

**Assessment, Improvement, Measurement (AIM) Report: 09/30/2014****Plan Year:** 2013-2014**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	Results	Achievement Target Result	Use of Findings/Next Steps	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.	All students passed and received at least a 2.0 or higher in creativity and organization with web portfolios.	Met	Some updates to the course material and assignments to reflect new trends and software updates.	May
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 CMSSoftware-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.	All students passed and earned at least a 2.0 or higher in all components.	Met	Updates for a few assignments to reflect current industry trends and software updates.	May
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.	All students in this course passed and received at least a 2.0 or higher.	Met	The instructor is planning to add PDF portfolios to the course assignments. This is based on industry feedback.	May