

**Assessment, Improvement, Measurement (AIM) Report: 11/21/2013****Plan Year:** 2013-2014**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	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.	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 Optimization 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.	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.	May