

Assessment, Improvement, Measurement (AIM) Report: 09/30/2014**Plan Year:** 2014-2015**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
Conceptualize, design, and complete graphic design projects from concept through production and distribution. This SLO will be assessed through IMD 126, 226, 277, and 280.	Students in these courses must demonstrate proficiency in the graphic design competencies through projects and portfolios.	Successful completion of courses listed in this SLO, with students scoring at least a 2.0 on final portfolios in IMD 280.	May
Learn and use industry-standard web development and design applications, and apply design theory to the creation of websites. Understand and use multimedia including animation and video in website development. This SLO will be assessed through the courses of IMD 133, 180, 250, and 292.	Students in these courses must demonstrate proficiency in the web design competencies through projects, websites, and portfolios.	Successful completion of courses listed in this SLO, with students scoring at least a 2.0 on final portfolios in IMD 292.	May
Students should perform basic library reference service, plan and produce library programs, and demonstrate proficiency in using the Internet for library reference, acquisitions, cataloging, collection development, and public relations. This SLO will be assessed through course offerings in the LIT option in the IMD program.	Students must demonstrate proficiency in the LIT track program competencies listed in the SLO.	Successful completion of the LIT certificate.	May