

**Argosy University  
 College of Creative Arts and Design  
 Graphic Design Associate of Science Assessment Review  
 FY17 (2016-2017)**

To support program quality and integrity, the San Diego campus of the College of Art and Design’s Graphic Design associate program undergoes annual assessment reviews. Below are some statistics, findings, interventions and outcomes related to those reviews. If you have any questions, please contact Dr. Melinda Lester, Senior Director of Institutional Effectiveness at 714-338-4211 or [mlester@aii.edu](mailto:mlester@aii.edu).

<b>By The Numbers</b>		<b>FY16</b>	<b>FY17</b>	<b>FY18</b>
Annual Enrollment		46	30	28
Annual Enrollment Demographics: Race and/or Ethnicity				
American Indian or Alaska Native				
Asian				
Black or African American			2	1
Hispanic/Latino		9	6	7
Native Hawaiian or Other Pacific Islander				
Race and Ethnicity Unknown		28	17	12
Two or more races		8	5	5
White		1		3
Gender				
Female		22	16	13
Male		24	14	15
Annual Graduation (Total Headcount)		10	6	5
Completion Rate - (Expected program length = 6 quarters or 66 weeks)	On Time – % of students who completed the program within 100% of the expected program length.	12.56%	15.6%	14.3%
	150% – % of students who completed the program within 150% of the expected program length.	23.97%	20.8%	15.6%
	200% – % of students who completed the program within 200% of the expected program length.	19.6%	23.9%	20.8%
Job Placement (Headcount of Students Available)		7	5	N/A*
Job Placement Rates (% of Students who accepted a position within 6 months of graduation)		28.6%	20.0%	N/A*

\*Not Yet Reported

### FY17 Achievement of Program Outcomes

The annual review process includes direct and indirect assessments, with rubrics, tests, surveys and metrics used to measure the success of the Student Learning Outcomes (SLOs) for each program. The categories included herein to compile the results are *Mostly Successful*, *Needs Improvement*, *Not Successful* and *Insufficient or No Data*.

The category of “*Mostly Successful*” required the program or department to have the majority of their goals achieved (75% and above). The category of “*Needs Improvement*” was indicated where 50-74% of the program goals showed some success. The “*Not Successful*” category was indicated when a program goal was not meeting the success rate indicated in the Criteria for Success for that SLO at 49% or below. “*Insufficient Data*” was indicated when there was not enough information about the program goal to make a decision about the overall goal. This would include not having enough graduates, a newer program at the campus, or results not reported.

<b>S</b>	<b>Mostly Successful -</b> Combined scores at 75% and above	<b>NI</b>	<b>Needs Improvement -</b> Combined scores at 50-74%	<b>N</b>	<b>Not Successful –</b> Combined scores 49% and below	<b>ND</b>	<b>No Data</b>
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**Outcome 1.** Design: Graduates apply aesthetics and formal concepts of layout and design, including spatial relationships; communication effectiveness; interrelationships among imagery and text; balance; typography; and color theory.

Measure	Criteria for Success	# Students Assessed	Results
1a. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program)	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	4	3.3

**Outcome 2.** Concept: Graduates apply design concepts to produce successful visual solutions to assigned problems.

Measure	Criteria for Success	# Students Assessed	Results
2a.. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program)	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	4	3.2

**Outcome 3.** Communication: Graduates articulate the vision behind their creative work and explain and defend their solutions.

Measure	Criteria for Success	# Students Assessed	Results
3a. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program)	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	4	3.3

**Outcome 4.** Technical: Graduates apply skills in industry-specific computer software programs to produce concrete projects.

Measure	Criteria for Success	# Students Assessed	Results
4a. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program)	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	4	3.6

**Outcome 5.** Professionalism: Graduates demonstrate an understanding of industry standards, professional practices and ethics in their work and self-presentation.

Measure	Criteria for Success	# Students Assessed	Results
5a. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program)	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	4	3.2

**Closing the Loop: Results of FY17 Action Plan and Use of Results**

Outcome	Main Issue	Action Taken	Results of Action Taken
	<p>Improve Retention  Being a small program, the students in the program need to be supported to assure they are able to persist in the courses through graduation.</p>	<p>Retention rates have improved over the past few years from 43.1% to 51.6% to 60.0%. But, retention should still be higher in this program.</p> <p>With the BrightSpace modules being implemented, more specific information will be available to track students issues and needs.</p> <p>Additionally, faculty in-service training on the modules and the importance will be implemented.</p>	<p>With the introduction of BrightSpace modules in the student information system, the faculty training on updating their course shells in a timely basis has helped with this issue.</p>