The Art Institute of California®—San Diego
A campus of Argosy University

Argosy University
College of Creative Arts and Design
Graphic & Web Design Bachelor 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 & Web Design bachelor 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.

By The Numbers		FY16	FY17	FY18
Annual Enrollment		123	86	63
Annual Enrollment Demographics: Race and/or Ethnicity				
American Indian or Alaska Native				
Asian				1
Black or African American			3	
Hispanic/Latino		21	22	21
Native Hawaiian or Other Pacific Islander		1		
Race and Ethnicity Unknown		69	35	20
Two or more races		32	24	15
White			2	6
Gender				
Female		49	34	30
Male		74	51	30
Annual Graduation (Total Headcount)		30	40	25
Completion Rate - (Expected program length = 12 quarters or 132 weeks)	On Time – % of students who completed the program within 100% of the expected program length.	100%	33.3%	34.0%
	150% – % of students who completed the program within 150% of the expected program length.	0.0%	100%	42.9%
	200% – % of students who completed the program within 200% of the expected program length.	N/A	N/A	0.0%
Job Placement (Headcount of Students Available)		23	35	N/A*
Job Placement Rates (% of Students who accepted a position within 6 months of graduation)		43.5%	45.7%	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. The category of "*Needs Improvement*" was indicated where 25-50% of the program goals appeared to struggle. 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 50% or greater. "*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.

S	Mostly Successful	NI	Needs Improvement	N	Not Successful	ND	No Data

Graphic & Web Outcomes

Outcome 1. Design - Graduates demonstrate versatile aesthetic layout and design solutions, including effective usage of space, line, color, shape, texture, form, balance and value; typographic and photographic hierarchy structures.

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.	43	4.1

Outcome 2. Conceptual - Graduates demonstrate conceptual thinking through work that reflects historical and contemporary trends, answering design problems with creative visual and writing elements.

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.	43	3.9

Outcome 3. Communication - Graduates demonstrate the interdependence of content and visual expression; evaluate and critique their design concept; articulate the vision behind their creative work, and defend their creative 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.	43	3.8
3b. PAC Committee feedback.	85% of PAC committee feedback indicates that student work is appropriate.	N/A	ND

Outcome 4. Professional Presentation - Graduates articulate their design direction by communicating mastery of graphic and web design, problem solving, ethics and industry standards in visual presentations.

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.	43	3.9
4b. Internship evaluation of students	90% of internship evaluations will demonstrate that students have acquired the appropriate knowledge, skills, and behaviors.	9	96%

Graphic Design Specific Outcome

Outcome 5. Technical – Graduates demonstrate and apply competencies in industry-specific computer software. These include preparation and presentation of work, technical aspects of prepress, output, and quality reproduction as well as web design.

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.	43	3.9

Web Design Specific Outcome

Outcome 6. Technical - Graduates demonstrate knowledge of interactive design & development using industry software, authoring systems and/or web scripting.

Measure	Criteria for Success	# Students Assessed	Results
6a. 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.	35	3.6

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

Outcome	Main Issue	Action Taken	Results of Action Taken
3	Program Advisory Committee (PAC) meetings have not been held this year due to absence of the program chair.	A new process identifying a minimum of one PAC meeting per year will be implemented. Working closely with the faculty and students, the campus will ensure they are being supported within their learning environment. Schedule PAC meetings, throughout the year, to have industry assess the programs.	PAC meeting was held in the Summer 2017 quarter and included feedback that met the benchmarks.
	Critical Thinking	The focus of assessment process will be critical thinking. Faculty will create a plan to address the critical thinking assessments – redoing the rubrics to better identify the areas where critical thinking is impacted will be a priority.	Rubrics were expanded to include multiple points for each learning outcome. Within these expanded rubrics, the faculty have the ability to focus on areas where critical thinking has been identified. The rubrics will be used to evaluate Critical Thinking going forward.