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

Argosy University
College of Creative Arts and Design
Media Arts & Animation 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 Media Arts & Animation 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		180	180	109
Annual Enrollment Demographics: Race and/or Ethnicity				
American Indian or Alaska Native		1	1	
Asian		1	1	1
Black or African American		1	1	5
Hispanic/Latino		37	51	48
Native Hawaiian or Other Pacific Islander				1
Race and Ethnicity Unknown		104	77	29
Two or more races		35	45	20
White		1	4	5
Gender				
Female		88	73	46
Male		92	105	59
Annual Graduation (Total Headcount)		21	22	26
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.	25.5%	21.0%	19.4%
	150% – % of students who completed the program within 150% of the expected program length.	36.1%	31.6%	27.1%
	200% – % of students who completed the program within 200% of the expected program length.	29.0%	32.0%	38.7%
Job Placement (Headcount of Students Available)		18	22	N/A*
Job Placement Rates (% of Students who accepted a position within 6 months of graduation)		16.7%	22.7%	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 (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.

S	Mostly Successful - Combined scores at 75% and above	NI	Needs Improvement - Combined scores at 50-74%	N	Not Successful – Combined scores 49% and below	ND	No Data

Outcome 1. Basic Skills: Graduates demonstrate application of learned concepts from foundation level art courses. These include: drawing, color, form, design, composition and foundation level digital art skills.

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.	25	3.3

Outcome 2. Technical Skills: Graduates demonstrate an applied technical knowledge of animation tools and software according to current industry standards.

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.	25	3.5

Outcome 3. Application Skills: Graduates demonstrate a practical understanding and application in the principles of animation, acting and movement, and cinematic storytelling as it relates to 2D and 3D animation (as applicable).

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.	25	3.1

Outcome 4. Professionalism: Graduates demonstrate professionalism, through the creation and presentation of a portfolio and self-promotion package, according to current industry standards.

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.	25	3.4
4b. PAC Committee feedback	85% of PAC committee (and employers) feedback survey at the portfolio show indicates that student work is appropriate.	N/A	ND

Outcome 5. Concept Skills: Graduates demonstrate the ability to conceptualize, plan, execute, and deliver quality animation projects.

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.	25	3.5
5b. PAC Committee feedback	90% of internship evaluations will demonstrate that students have acquired the appropriate knowledge, skills, and behaviors.	N/A	ND

Outcome 6. Teamwork and Collaboration Skills: Graduates demonstrate the ability to work on team-based projects.

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.	26	3.6
6b. Internship evaluation of students	6b. 90% of internship evaluations will demonstrate that students have acquired the appropriate knowledge, skills, and behaviors.	N/A	ND

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

Outcome	Main Issue	Action Taken	Results of Action Taken
4 and 5	Program Advisory Committee (PAC) meetings have not been held this year.	A new process for holding PAC meetings a minimum of once a year was established. Working closely with the faculty and students, the campus will ensure they are being supported within their learning environment.	PAC experts have been invited to review student work in earlier courses. Tours to local industry professional locations have also helped to bring professionals to the students.
All	Evidence the students struggle in earlier courses. Results show earlier courses should be emphasized to assure students have the required skills in later courses. Limited assessments in early courses show scores of 2.9 on the assessment by 51 students.	Assessment of earlier courses should be done to target specific skills that need to be improved. Presentation and overall composition needs more attention in early courses - Require more emphasis on 3D Animation for Biped and Quadiped Characters.	Improvement shown in student work and understanding, but still need to improve 3D Animation skills. Continue to monitor and improve the early skill sets.
	Noel-Levitz Student Satisfaction Inventory Results show areas of improvement in faculty providing timely feedback and availability.	Additional tools will be used to give faculty more interaction in a timely manner with their students (BrightSpace modules). Additionally, faculty in-service training on the modules and the importance of availability will be implemented.	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