

**Argosy University
 College of Creative Arts and Design
 Visual Effects & Motion Graphics Bachelor of Science Assessment Review
 FY17 (2016-2017)**

To support program quality and integrity, the Hollywood campus of the College of Art and Design’s Visual Effects & Motion Graphics 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 | | 5 | 9 | 5 |
| Annual Enrollment Demographics: Race and/or Ethnicity | | | | |
| American Indian or Alaska Native | | | | |
| Asian | | 1 | | |
| Black or African American | | 2 | 3 | 1 |
| Hispanic/Latino | | | 2 | 2 |
| Native Hawaiian or Other Pacific Islander | | | | |
| Race and Ethnicity Unknown | | 2 | 2 | |
| Two or more races | | | 2 | 1 |
| White | | | | 1 |
| Gender | | | | |
| Female | | 0 | 1 | 1 |
| Male | | 4 | 6 | 3 |
| Annual Graduation (Total Headcount) | | 2 | 1 | 7 |
| 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. | 23.8% | 6.3% | 36.4% |
| | 150% – % of students who completed the program within 150% of the expected program length. | 38.2% | 10.0% | 29.4% |
| | 200% – % of students who completed the program within 200% of the expected program length. | 13.9% | 24.4% | 38.2% |
| Job Placement (Headcount of Students Available) | | 2 | 1 | N/A* |
| Job Placement Rates (% of Students who accepted a position within 6 months of graduation) | | 50.0% | 100% | 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. Traditional Art Skills - Graduates demonstrate the ability to use traditional design skills in the production of digital art projects.

| 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. | 1 | 3.9 |

Outcome 2. Graduates demonstrate an applied technical knowledge of compositing, effects, 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. | 1 | 3.9 |

Outcome 3. Graduates demonstrate professionalism through the creation and presentation of a demo-reel and self-promotion package, according to current industry standards.

| 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. | 1 | 3.9 |

Outcome 4. Graduates apply visual effects and motion graphics skills to meet the needs of corporate communication, television, motion picture, video production, and other media outlets.

| 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. | 1 | 3.9 |

Outcome 5. Graduates demonstrate the ability to conceptualize, plan, execute, and deliver quality visual effects and motion graphics 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. | 1 | 3.9 |
| 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. 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. | 1 | 3.95 |
| 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 |
|---------|-------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5 | Program Advisory Committee (PAC) meetings have not been held this year. | <p>A new process for holding PAC meetings a minimum of once a year was established.</p> <p>Working closely with the faculty and students, the campus will ensure they are being supported within their learning environment.</p> <p>Schedule PAC meetings, throughout the year, to have industry assess the programs.</p> | <p>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.</p> |