# PROGRAM NAME: animation & game Art

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Continuous Improvement Plan (CIP)

**Complete the Continuous Improvement Plan (CIP) tables that follow.**

**CIP Outcomes, Measures & Targets Table**

| A. Outcomes(s)  Results expected in this department/program | B. Measure(s)  The instrument or process used to measure results | C. Target(s) The level of success expected |
| --- | --- | --- |
| 1. Demonstrate effective concept development for the execution of professional media | 33% - Effective character sheets for animation character designs.  33% - Effective environmental concept art to establish the “look and feel” of a production.  33% - Effective storyboard development to plan a narrative storyline as executed in final media.  TOTAL – 100% | Passing > 75% - Evaluated by the instructor based professional practices and standards |
| 1. Demonstrate effective communication skills in the execution of professional media. | 33% - Effective communication with clients, co-workers and supervisors.  33% - Does the finished work communicate effectively with the target audience? (i.e. client intent, target and audience needs).  33% - Presents portfolio work effectively.  TOTAL – 100% | Passing > 75% - Evaluated by the instructor based professional practices and standards |
| 1. Demonstrate proficiency in design principles in the execution of professional media. | 20% - Form  20% - Color  20% - Lighting  20% - Movement  20% - Composition  TOTAL – 100% | Passing > 75% - Evaluated by the instructor based professional practices and standards |
| 1. Demonstrate effective project management in the execution of professional media. | 33% - Effective time management, overall.  33% - Client proofing cycles delivered in a timely manner.  33% - All stages of production coordinated to avoid bottlenecks.  TOTAL – 100% | Passing > 75% - Evaluated by the instructor based professional practices and standards |

Implementation of the action plan laid out in the CIP Cycle 1 Table will begin during the next academic year.

**CIP Cycle 1 Table**

| Outcomes  (From Outcomes, Measures & Targets Table)  Results expected in this program/department | Action Plan (Review Cycle Year 5)  Based on analysis, identify action(s) to be taken to accomplish outcome. | Implement Action Plan  (Review Cycle Year 1)  Implement action plan and collect data. | Results Summary  (Review Cycle Year 2)  Summarize collected data. | Findings  (Review Cycle Year 2)  What does data say about outcome(s)? |
| --- | --- | --- | --- | --- |
| Demonstrate effective project management in the execution of professional media. | Outcome 4, project management has been targeted to improve the consistency, quality, and presentation standards of student portfolios going forward. To further this goal, we propose a curricular change involving an adjustment to the course sequence for ARTV2355 and ARTV2351. Currently, ARTV2351 is a prerequisite for ARTV2355. The new sequence would make ARTV2355 the prerequisite for ARTV2351. | 2013-2014 ARTV2335 student performance:  1 - 84%  2 - 45%  3 - 0%  4 - 100%  5 - 68%  6 - 98.7%  7 - 100%  8 - 93.3%  9 - 91.7%  10 - 75% | After implementation of the curriculum sequence change outlined in the Action Plan, it was observed that the course offering frequency created a bottleneck whereby students sometimes had to wait a year to take the GAME2325 prerequisite (previously ARTV2355) if the class did not make in either the fall or spring semester. The offering frequency is affected by the number of students continuing on to higher level courses in the program. After faculty discussed the most critical student learning outcomes involved in these courses, we decided it would best serve the students to allow them to take ARTV2351 or GAME2325, whichever course was available, in the next semester. The prerequisite for both courses was changed to ARTV1341 so that students were eligible to take either course next.  Also, during this time a major curriculum revision was made to conform with the THECB's mandate that AAS programs be capped at 60 credit hours (vs. the previous 72 credit hours). This required difficult decisions in removing 12 credit hours of upper level course requirements. There were two important outcomes of this change: 1) Due to the lower credit hour requirement, more students began to finish the program earlier; 2) Effective in fall 2016, we created the Enhanced Skills Certificate (ESC) in Advanced Animation & Game Art Production which allowed students to take additional course work to further improve their skills. | The data analyzed here was pulled from the ARTV2335 Portfolio/Capstone course.  Student data shows a success rate of 75.6% for 10 students. This includes 2 failing grades. The failing grades appear to be anomalies due to both students choosing to pursue different career paths during their final semester. They each stated as much when asked about the quality of their work in the capstone course.  With these exceptions, 7 students performed within a range of 75% - 100% and one had a final grade of 68%, below the passing target.  With respect to the outcome specified here, 7 of 10 students performed at or exceeding the 75% target. |

Development of a CIP Cycle 2 action plan in the following table will occur at the end of the CIP Cycle 1 and implantation will begin during the third year of the program review cycle.

**CIP Cycle 2 Table**

| Outcomes  (May come from CIP Cycle 1 Table or from the Outcomes, Measures & Targets Table if it includes any expected outcomes that were not address during CIP Cycle 1)  Results expected in this program/department | Adapt Action Plan (Review Cycle Year 2)  Based on analysis, identify new action(s) or adapt prior actions to accomplish outcome. | Implement Action Plan  (Review Cycle Year 3)  Implement new or adapted action plan and collect data | Results Summary  (Review cycle Year 4)  Summarize collected data. | Findings  (Review Cycle Year 4)  What does data say about outcome? |
| --- | --- | --- | --- | --- |
| Demonstrate effective project management in the execution of professional media. | We implemented the prerequisite change for ARTV2351 and GAME2325, both requiring ARTV1341 as a prerequisite rather than GAME2325 being a prerequisite for ARTV2351.  Also, the 60 credit hour AAS was initiated in fall 2015, effectively allowing students to complete their degree more quickly. In tandem with the revised program curriculum, one specific course, ARTV1371 Storyboard and Concept Development, was created as a local need course. It addresses important art foundation skills taught by the previously required ARTS1316 Drawing I class (dropped due to the 60 hour maximum) as well as media concept development in the previous ARTV1211 Storyboard course. There was no 3 credit hour version of ARTV1311 available in WECM. We believe that the additional contact hours are critical to student success.  Further, ARTV2335 Portfolio/Capstone students have requirements at the beginning of the semester to set their portfolio goals and a 16-week production schedule to accomplish those goals. |  |  |  |