**Continuous Improvement Plan**

**Outcomes might not change from year to year. For example, if you have not met previous targets, you may wish to retain the same outcomes. *If this is an academic, workforce, or continuing education program, you must have at least one student learning outcome.* You may also add short-term administrative, technological, assessment, resource or professional development goals, as needed.**

**Date:** July 16, 2019 \*AY17 bm **Name of Program/Unit:** Graphic Design

**Contact name:** Laura Flores **Contact email:** [lflores@collin.edu](mailto:lflores@collin.edu) **Contact phone:**  972-578-5527

**Table 1: CIP Outcomes, Measures & Targets Table (focus on at least one for the next two years)**

|  |  |  |
| --- | --- | --- |
| **A. Expected Outcome(s)**  Results expected in this unit  (e.g. Authorization requests will be completed more quickly; Increase client satisfaction with our services) | **B. Measure(s)**  Instrument(s)/process(es) used  to measure results  (e.g. survey results, exam questions, etc.) | **C. Target(s)**  Level of success expected  (e.g. 80% approval rating, 10 day faster request turn-around time, etc.) |
| **1. Students demonstrate proficiency in application of design principles in resolving visual communication problems.**  **Action Plan:**  Incorporate additional exercises that require application of design principles into the following courses: *ARTC 1305 Basic Graphic Design*; *ARTC 1317 Design Communication I.*  **Implementation:**  After further review, additional exercises were not added to *ARTC 13015* due to its already robust course load.  *ARTC 1317* course development incorporated exercises that further developed proficiencies in application of design principles in resolving visual communication problems. | **ARTC 1317 Design Communication I**  Assessment of student key projects that utilize application of design principles.  PCO 1 Rubric   * 33.3% - Production of effective visual communication * 33.3% - Demonstrate application of strong graphic judgment * 33.3% - Demonstrate of well-crafted executions * TOTAL = 99.9%   *See attached for definition of “concept,” “communication,” “graphic judgment,” and “craft.”*  **Secondary Assessment** — *ARTC 2335 Portfolio Development, Graphic Design* (6 months to a year post student enrollment in ARTC 1317) | >75% (based on implemented rubric) |
| **2. Students demonstrate proficiency in concept development.**  **Action Plan:**  Incorporate *ARTV 1371 Storyboard and Concept Development* as an entry-level tier course in order to introduce concepting techniques.  Replace the *ARTC 1305 Basic Graphic Design* textbook **A Smile In the Mind** with the book **Design Humor**.  **Implementation:**  *ARTV 1371 Storyboard and Concept Development* was incorporated as an entry-level tier course to introduce concepting techniques.  The book **A Smile in the Mind** was removed from the *ARTC 1305* curriculum in the Spring of 2015—students were not gaining the depth of information desired from the text, nor were they relating to it. **Design Humor** was likewise abandoned shortly after for similar reasons. These texts were replaced with the books **Steal like an Artist** and **Graphic Design Thinking: Beyond Brainstorming.** Extensive lectures and subsequent exercises were built around the newly-incorporated texts. | **ARTC 1305 Basic Graphic Design**  This course was selected for assessment due to its direct curriculum relationship to the Graphic Design program.  PCO 2 Rubric   * 60% - Development of an original  solutions to a given problem * 40% - Execute effective application  of concept * TOTAL = 100 %   **Secondary Assessment** —*ARTC 2335 Portfolio Development, Graphic* Design (9 months to 1½ years post student enrollment in *ARTC 1305*). | >75% (based on implemented rubric) |
| **3. Students demonstrate competency in producing technically-proficient design solutions for professional projects.**  **Action Plan:**  Offer Enhanced Skills Certificates whose curriculums reinforce upper level technical proficiency skills.  **Implementation:**  Offer Enhanced Skill Certificate courses. Targeted courses *& ARTC 2305 Digital Imaging II & ARTC 2340 Computer Illustration II* | **ARTC 2305 Digital Imaging II** & **ARTC 2340 Computer Illustration II**  Proficiency as student final grade in each course   * A = Exceptionally Proficient = 100% * B = Proficient = 75% * C = Partially Proficient = 50% * D = Minimally Proficient = 25% * F = Non-Proficient = 0%   Total = 100 %  *See attached for definition of “functional.”* | >75% (based on implemented rubric) |
| **4. Students demonstrate proficiency in application of aesthetic judgment.**  **Action Plan:**  Incorporate ARTC 1317 Design Communication I as an intermediate tier design theory course to reinforce and expand upon aesthetic judgment skills.  **Implementation:**  *ARTC 1317 Design Communication I* was incorporated as an intermediate tier design theory course to reinforce and expand upon aesthetic judgment concepts. | **ARTC 1317 Design Communication I**  Assessment of student key projects that utilize application of design principles.  PCO 3 Rubric   * 33.3% - Development of aesthetic concept relative to given problem * 33.3% - Application methodology used to achieve desired aesthetic * 33.3% - Demonstration of well-crafted execution of desired aesthetic * TOTAL = 99.9%   *See attached for definition of “concept,” “communication,” “graphic judgment,” and “craft.”*  **Secondary Assessment** — *ARTC 2335 Portfolio Development, Graphic Design* (6 months to 1 year post student enrollment in *ARTC 1317*). | >75% (based on implemented rubric) |

**Measure Definitions:**

* Communication: Refers to the success of a design to express its intended message to designated audience.
* Graphic Judgment: Refers to design decisions made in selection and placement of visual elements.
* Craft: Refers to the quality of execution.
* Aesthetic Judgment: Refers to design decisions made in reference to the overall quality of appearance.
* Concept: Refers to the overall idea developed to solve a creative problem.
* Functional: In the medium of Print it refers to a projects’ ability to meet technical specification required for execution in a commercial application such as off-set printing and product fabrication; and yield the designers’ intended results. In the medium of Web it refers to a projects’ ability to meet technical specification required for commercial application on the World Wide Web; and yield the designers’ intended results.

**Description of Fields from CIP Tables:**

**A. Outcome(s)** -Results expected in this program (e.g. Students will learn how to compare/contrast conflict and structural functional theories; increase student retention in Nursing Program).

**B. Measure(s)** -Instrument(s)/process(es) used to measure results

(e.g. results of surveys, test item questions 6 & 7 from final exam, end of term retention rates, etc.)

**C. Target(s)** -Degree of success expected (e.g. 80% approval rating, 25 graduates per year, increase retention by 2% etc.).

**D. Action Plan** -Based on analysis, identify actions to be taken to accomplish outcome. What will you do?

**E. Results Summary** - Summarize the information and data collected in year 1.

**F. Findings** - Explain how the information and data has impacted the expected outcome and program success.

**G. Implementation of Findings** – Describe how you have used or will use your findings and analysis of the data to make improvements.

**Table 2. CIP Outcomes 1 & 2 (FOCUS ON AT LEAST 1)**

|  |  |
| --- | --- |
| 1. **Outcome #3**   Students demonstrate competency in producing technically-proficient design solutions for professional projects. | |
| 1. **Measure (Outcome #3)**   ARTC 2340 Computer Illustration II & ARTC 2305 Digital Imaging II  Proficiency as student final grade in each course   * A = Exceptionally Proficient = 100% * B = Proficient = 75% * C = Partially Proficient = 50% * D = Minimally Proficient = 25% * F = Non-Proficient = 0%   Total = 100 % | 1. **Target (Outcome #3)**   Passing >75 % (based on implemented rubric) |
| 1. **Action Plan (Outcome #3)**   Offer Enhanced Skills Certificates whose curriculums reinforce upper-level technical proficiency skills. | |
| 1. **Results Summary (Outcome #3)**   Based on implemented rubric the average grade earned: **79.6%,** Breakdown of these results pulled form end of course final grade provided in appended Data Results for Outcome #3 | |
| 1. **Findings (Outcome #3)**   The courses chosen for the Outcome were top-tier technical courses which would require students to produce professional-level work. Based on the rubric’s assigned formula, students in *ARTC 2305 Digital Imaging II* & *ARTC 2340 Computer Illustration II* earned an average proficiency of 76.9%. This indicates that students on average were proficient with a B or higher in the designated courses, and the students therefore demonstrated competency in producing technically-proficient design solutions for professional projects.  51 students enrolled in the designated courses for FY 2015. This enrollment number is approximately 4 times higher than the Capstone ARTC 2335 Portfolio Development for Graphic Design enrollment (13 students).  FY 2015 was a transitional year from our previous 72 credit hours AAS award and its companion certificate. That award required at least one of the designated courses to be taken to complete the award. In the new 60 credit hour AAS and its companion certificate, the designated courses are not required, but offered as Enhanced Skills Certificate courses.  Based on the given outcomes, we have learned that students are able to obtain professional-level technical skills via *ARTC 2305* and *ARTC 2340*. The concern continues to be the number of students that choose to take these courses since they are no longer required by the 60 credit Graphic Design AAS and its companion certificate. | |
| 1. **Implementation of Findings**   Moving forward, the objective is to maintain, if not exceed, the same course proficiency. The problem emerging is how to maintain, as well as increase, enrollment in these courses for students seeking the new 60 credit AAS and companion certificates. The department faculty will continue to encourage and promote enrollment in these and other ESC courses. | |

**Data Results for Outcome #3**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **ARTC 1305 Digital Imaging II** | | | | | | | | |
| Term | Enrollment | A | B | C | D | P | F | W |
| Fall 2014 | 16 | 9 | 1 | 2 | 2 | 0 | 1 | 1 |
| Spring 2015 | 11 | 4 | 4 | 0 | 0 | 0 | 1 | 2 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **ARTC 2340 Computer Illustration II** | | | | | | | | |
| Term | Enrollment | A | B | C | D | P | F | W |
| Fall 2014 | 13 | 8 | 4 | 0 | 0 | 0 | 1 | 0 |
| Spring 2015 | 11 | 8 | 2 | 1 | 0 | 0 | 0 | 0 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Total** | | | | | | | | |
| Term | Enrollment | A =100 | B = 75 | C = 50 | D =25 | P | F = 0 | W |
| 2014\_ 15 | **51** | 29 | 11 | 3 | 2 | 0 | 3 | 3 |
|  |  | 2900 | 825 | 150 | 50 |  | 0 |  |
| **TOTAL** | | **3925** |  | **TOTAL AVERAGE** | | **76.9** |  |  |