

Assurance of Student Learning Reflection 2024-2025

<i>PCAL</i>	<i>Art & Design</i>
<i>1762 Graphic Design Certificate</i>	
<i>Kara Glenn, Program Coordinator; Kristina Arnold, Assessment Coordinator</i>	
Is this an online program? ☐ Yes ☒ No	Please make sure the Program Learning Outcomes listed match those in CourseLeaf. Indicate verification here ☐ Yes, they match! (If they don't match, explain on this page under Evaluation)

Instructions: For the 2024-25 assessment, we are asking you to reflect on the last three-year cycle rather than collect data. It's important to take time to look over the results from the last assessment cycle and really focus on a data-informed direction going forward. In collaboration with your assessment team and program faculty, review each submitted template from 2021-2024 and consider the following for each Program Learning Outcome, add your narrative to the template, and submit the draft to your **ASL Rep** by **May 15, 2025**.

Program Student Learning Outcome 1

Program Student Learning Outcome	Demonstrate understanding of effective design elements and principles (composition, hierarchy, typography) to create meaningful visuals
Evaluation	There are no learning outcomes currently listed for this certificate in CourseLeaf. The SLOs assessed, which we propose to enter into CourseLeaf, are based on SLOs drafted for the approved program proposal in Fall 2020.
Measurement Instruments	Instruments assessed: artifacts from ART 231: Typography
Criteria & Targets	Poster designs created in ART 231 were assessed as novice, intermediate, or proficient based on the developed rubric. Success is defined as 75% of students meeting intermediate or proficient level on this outcome [as this is a certificate and not a major, intermediate level skill is an acceptable outcome]
Results & Conclusion	The Graphic Design Certificate was developed in 2020. Our first assessment of the certificate through the ASL process last year revealed the need for substantial revisions to both the certificate itself and the assessment process to better support and enhance student learning. First, there are no learning outcomes currently listed for this certificate in CourseLeaf. The SLOs assessed, which we propose to enter into CourseLeaf, are based on SLOs drafted for the approved program proposal in Fall 2020. Next, we realized that the highest-level required applied-learning course in this industry-aligned certificate is a 200-level course, and that coursework beyond the 200-level is likely needed to develop higher-level conceptual thinking. This hypothesis

	was reflected in the disparate results seen between achievement levels for SLO 2, which measures more complex concepts, and for SLOs 1 and 3, which address more entry-level skills. This observation has led us to re-examine the required courses within the Graphic Design certificate. While students must take 300-level studio-based classes within the restricted electives, ART 231 is the highest-level design methods course *required* within the certificate. We are examining adding ART 330: Graphic Design II and/or ART 331: Visual Thinking to the list of required courses. That change will both ensure students take important core design courses, enhancing student learning, and provide a 300-level design production class taken by all certificate students allowing an easier method for capturing an upper-level artifact for assessment. Assessing students in an upper-level (300 or 400) course also aligns with the program curriculum map, which indicates mastery is met at these upper levels. This shift will take some consideration, as we would like to keep the number of hours required for certificate completion the same.
**IMPORTANT - Plans for Next Assessment Cycle:	Our plan for the next three-year assessment cycle is as follows: • Review our draft SLOs to ensure they are measuring the most important required outcomes for the revised program; • Officially enter these SLOs into Courseleaf; • Review, and revise if necessary, the list of courses required for the certificate; • Identify appropriate artifacts for assessment; • Develop a method to effectively capture artifacts in a format that enables easy review.

Program Student Learning Outcome 2	
Program Student Learning Outcome	Apply design thinking and research to identify, solve, and evaluate visual communication problems.
Evaluation	There are no learning outcomes currently listed for this certificate in CourseLeaf. The SLOs assessed, which we propose to enter into CourseLeaf, are based on SLOs drafted for the approved program proposal in Fall 2020.
Measurement Instruments	Instruments assessed: artifacts from ART 231: Typography
Criteria & Targets	Poster designs created in ART 231 were assessed as novice, intermediate, or proficient based on the developed rubric. Success is defined as 75% of students meeting intermediate or proficient level on this outcome [as this is a certificate and not a major, intermediate level skill is an acceptable outcome] While all students were at or above benchmark (intermediate) for this SLO, considerably more students only met benchmark expectations on this SLO, as compared to SLOs 1 and 3, where nearly all scored as 'proficient.' It is possible that the difference is due to the fact that SLO 2 measures more complex concepts regarding design thinking and conceptual development, covered more thoroughly in 300-level courses.

Results & Conclusion	The Graphic Design Certificate was developed in 2020. Our first assessment of the certificate through the ASL process last year revealed the need for substantial revisions to both the certificate itself and the assessment process to better support and enhance student learning. First, there are no learning outcomes currently listed for this certificate in CourseLeaf. The SLOs assessed, which we propose to enter into CourseLeaf, are based on SLOs drafted for the approved program proposal in Fall 2020. Next, we realized that the highest-level required applied-learning course in this industry-aligned certificate is a 200-level course, and that coursework beyond the 200-level is likely needed to develop higher-level conceptual thinking. This hypothesis was reflected in the disparate results seen between achievement levels for SLO 2, which measures more complex concepts, and for SLOs 1 and 3, which address more entry-level skills. This observation has led us to re-examine the required courses within the Graphic Design certificate. While students must take 300-level studio-based classes within the restricted electives, ART 231 is the highest-level design methods course *required* within the certificate. We are examining adding ART 330: Graphic Design II and/or ART 331: Visual Thinking to the list of required courses. That change will both ensure students take important core design courses, enhancing student learning, and provide a 300-level design production class taken by all certificate students allowing an easier method for capturing an upper-level artifact for assessment. Assessing students in an upper-level (300 or 400) course also aligns with the program curriculum map, which indicates mastery is met at these upper levels. This shift will take some consideration, as we would like to keep the number of hours required for certificate completion the same.
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Program Student Learning Outcome 3	
Program Student Learning Outcome	Create and implement diverse design assets for print and screen using various tools and technologies.
Evaluation	There are no learning outcomes currently listed for this certificate in CourseLeaf. The SLOs assessed, which we propose to enter into CourseLeaf, are based on SLOs drafted for the approved program proposal in Fall 2020.
Measurement Instruments	Instruments assessed: artifacts from ART 231: Typography

Criteria & Targets	Poster designs created in ART 231 were assessed as novice, intermediate, or proficient based on the developed rubric. Success is defined as 75% of students meeting intermediate or proficient level on this outcome [as this is a certificate and not a major, intermediate level skill is an acceptable outcome]
Results & Conclusion	The Graphic Design Certificate was developed in 2020. Our first assessment of the certificate through the ASL process last year revealed the need for substantial revisions to both the certificate itself and the assessment process to better support and enhance student learning. First, there are no learning outcomes currently listed for this certificate in CourseLeaf. The SLOs assessed, which we propose to enter into CourseLeaf, are based on SLOs drafted for the approved program proposal in Fall 2020. Next, we realized that the highest-level required applied-learning course in this industry-aligned certificate is a 200-level course, and that coursework beyond the 200-level is likely needed to develop higher-level conceptual thinking. This hypothesis was reflected in the disparate results seen between achievement levels for SLO 2, which measures more complex concepts, and for SLOs 1 and 3, which address more entry-level skills. This observation has led us to re-examine the required courses within the Graphic Design certificate. While students must take 300-level studio-based classes within the restricted electives, ART 231 is the highest-level design methods course <i>*required*</i> within the certificate. We are examining adding ART 330: Graphic Design II and/or ART 331: Visual Thinking to the list of required courses. That change will both ensure students take important core design courses, enhancing student learning, and provide a 300-level design production class taken by all certificate students allowing an easier method for capturing an upper-level artifact for assessment. Assessing students in an upper-level (300 or 400) course also aligns with the program curriculum map, which indicates mastery is met at these upper levels. This shift will take some consideration, as we would like to keep the number of hours required for certificate completion the same.
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