Annual Assessment Report 2023-2024

BFA Visual Communication Design

Department of Art

College of Environmental Design

CONTACT
Name of Program Assessment Lead Sooyun Im
Name of Person Completing Report Sooyun Im

DISCIPLINARY ACCREDITATION Yes

DEVELOPMENT AND DOCUMENTATION OF STUDENT LEARNING OUTCOMES
How were the program's SLOs developed? (select all that apply)
  o   Our disciplinary accrediting agency has <u>recommended</u> learning outcomes, so we used and/or modified them.

Other than the CPP Catalog and the Office of Assessment and Program Review website, where else are your SLOs published? Select all that apply.
- Department Website - provide URL: _____
- Student Handbook - provide URL: _____
- Brochures or other printed material

ASSESSMENT ACTIVITIES IN 2023-2024

This section provides the opportunity for programs to share and discuss assessment activities conducted in **AY 2023-2024.** This includes data collection, rubric development, data analysis, discussion of findings, development or implementation of closing the loop improvement strategies, update of your assessment plan and/or curriculum matrix, etc.

How many total SLOs does your program assess according to your assessment plan?
- Enter number

How many SLOs did your program assess this past year in 2023-2024?

- My program engaged in other assessment activity not specific to any SLO (e.g., modified curriculum matrix or assessment plan, received all data for program review, etc.)

Please share the assessment activities the program engaged in that were not specific to any SLOs.

The Student Learning Outcomes (SLOs) were revised during the previous academic year, and the department is now in the process of planning and restructuring its assessment plan. This effort involves designating new courses and developing assessment tools to create a more comprehensive evaluation framework.

IMPROVING THROUGH ASSESSMENT

Ideas to improve student learning can come from different constituents. With whom did the program discuss assessment planning and/or share results during AY 2023-2024? Select all that apply.

- Program/department faculty as whole
- A committee of program/department faculty
- Program/department assessment committee

The past academic year posed both challenges and opportunities. Please share any assessment discoveries (e.g., insights about assessment procedures, great achievements, etc.) regarding program assessment in 2023-2024 so that others may learn from your experiences.

As part of restructuring the assessment plan, we designated a new course for the revised SLOs. The foundation-level course, VCD 2301A: Typography, will be replaced by the junior-level VCD 3321: Visual Communication Design sequence, where the SLOs will be further developed and mastered. The capstone course, VCD 4610: Professional Practices in Visual Communication Design, will continue to be assessed using the newly revised SLOs. During AY24-25, the committee will finalize evaluation rubrics, assessment methods, and benchmarks for the newly designated course, with the goal of presenting and discussing them with all faculty at the start of AY25-26. Once ratified, the assessment tools will be implemented in AY25-26 to collect data on the revised SLOs.

Please share how the program triangulates various data sources to determine student success. Consider assessment findings, CPP's GI2025 markers, CSU Dashboard, CPP's Student Success Dashboard on Tableau, CPP's Graduating Senior Survey on Tableau, course evaluations, etc.

The potential for implementing a Graduating Senior Survey at the departmental level will be explored in the future.

Does the program offer a certificate or credential (e.g., teaching credential)?

- No

The most current assessment plan and curriculum matrix we have on file for your program may be found here. To ensure we have the most updated assessment plan and curriculum matrix for your program, and for posting on our website, please upload the following documents:

Assessment Plan - Yes
Curriculum Matrix - Yes

If you would like us to review other assessment documents such as your evidence (e.g., assignment, survey, interview questions etc.) or scoring rubric, please upload/provide them. (Select all that apply)

- Other: Revised SLOs