



## Annual Assessment Report 2021-2022

### BFA Visual Communication Design

#### 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)

- Our disciplinary accrediting agency has recommended 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: <https://www.cpp.edu/env/art/degreesadmissions/bfa-visualcommunicationdesign.shtml>
- Course Syllabi
- Published in alternative place. Please specify: Extended course outlines

#### ASSESSMENT ACTIVITIES IN 2021-2022

This section provides the opportunity for programs to share and discuss assessment activities conducted in **AY 2021-2022**. 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?

- 2

**How many SLOs did your program assess this past year in 2021-2022?**

- My program assessed SLOs in AY 2021-2022

**Please list the SLOs examined**

- SLO #1: Ability to create and develop meaningful and original imagery
- SLO #2: Understanding the basic business practices, including the ability to organize projects and work productively as a member of teams

**Student Learning Outcome (SLO): Ability to create and develop meaningful and original imagery**

Assessment Activities	Evidence Used	Evaluation and Interpretation of Evidence
<ul style="list-style-type: none"><li>Collected indirect evidence of student learning (e.g., surveys, interviews, focus groups, etc.)</li><li>Scored indirect evidence of student learning</li></ul>	<ul style="list-style-type: none"><li>Student survey/interview/focus group with self-reports of SLO achievement</li></ul>	

Findings			
N of Artifacts	Criterion Used	Goal Met	Eye-opening Result
59	Percentage at a certain level	Yes	The indirect assessment for SLO#1 data was 50.93% Excellent, 40.88% Above Average, 8.14% Average, 0% Below Average, and 0% Not Met.

**Student Learning Outcome (SLO):** Understanding the basic business practices, including the ability to organize projects and work productively as a member of teams

Assessment Activities	Evidence Used	Evaluation and Interpretation of Evidence
<ul style="list-style-type: none"> <li>Collected indirect evidence of student learning (e.g., surveys, interviews, focus groups, etc.)</li> <li>Scored indirect evidence of student learning</li> </ul>	<ul style="list-style-type: none"> <li>Student survey/interview/focus group with self-reports of SLO achievement</li> </ul>	

Findings			
N of Artifacts	Criterion Used	Goal Met	Eye-opening Result
59	Percentage at a certain level	Yes	SLO# 2 data was 52.39% Excellent, 37.12% Above Average, 10.10% Average, 0% Below Average, and 0% Not Met. The program benchmark was at 75% of Excellent and Above Average. The scores have exceeded program expectations in both SLOs: scored 91.81% for SLO#1 and 89.51 % for SLO#2. The assessed senior capstone class was fully synchronous online in AY2021- 22 and will continue to be fully online instruction due to our discipline's new trend toward hybrid/remote work. The high SLO scores indicate that remote learning in visual communication design is apparently effective in meeting the objectives. We are able to practice mock interviews via zoom, participate in online peer critiques on their portfolios, and meet/communicate with guest speakers which simulates recent business practices.

## IMPROVING THROUGH ASSESSMENT

**Overall, what best describes how the program used the results in 2021-2022? Select all that apply.**

- Results indicated no action needed because students met expectations

**Ideas to improve student learning can come from different constituents. With whom did the program discuss assessment planning and/or share results during AY 2021-2022? Select all that apply.**

- Program/department faculty as whole
- College curriculum committee
- College 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 2021-2022 so that others may learn from your experiences.**

The assessment scores have been greater than our benchmarks. This appears to be a trend of synchronous online instruction. While the high scores are a delightful result and demonstrate a high level of student confidence and mastery of the SLOs, the committee plans to revisit assessment strategies to determine if more specifics would lead to a more accurate assessment of SLO mastery regardless of the learning environment.

**CPP's GI2025 goals What assessment-related efforts do you already implement, or would implement to support the campus' diversity, equity, and inclusion (DEI) efforts? (e.g., planned or current disaggregation of assessment data by race/ethnicity, etc.) Undergraduate programs may wish to refer to CPP's GI2025 goals. (Not Mandatory)**

In consultation with Dr. Chong at the Office of Assessment and Program Review, the VCD Program Assessment Committee will guide the full faculty in the program to revisit SLO/assessment strategies in the next assessment cycle and will ensure that the language is supportive of Diversity, Equity, and Inclusion efforts. We have not implemented any assessment data disaggregation according to any of the sub-data categories but, the department would consider disaggregating the assessment data by race/ethnicity, gender, Pell grant, etc. by collecting that data in the graduate exit survey.

**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**

No

**Curriculum Matrix**

No

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)

- Evidence