

Annual Academic Program Assessment Report and Plan

Academic Program:	Graphic Communications A.A.S.
Academic Program Division:	Communications & Fine Arts
Program Responsible Person:	Jayna Conkey
Assessment Team Member/s:	Jayna Conkey, Sherri Kelley, Dennis Mead
Date Submitted:	May 6, 2009
College Strategic Plan Goals:	<ol style="list-style-type: none"> 1. Improve student success in program completion and graduation rates. 2. Ensure institutional excellence in teaching, programs and services. 3. Embrace our college's many communities and respond to their diverse needs.
Division Mission:	<p>In an effort to join with the other academic divisions and enrich all areas of learning, the Mission of the Communications and Fine Arts Division is:</p> <ul style="list-style-type: none"> • To work with students in ways that will nurture the whole person, mind and spirit; • To improve the effectiveness of oral and written communication; • To develop habits of critical thinking, inquiry, self-discovery, and self-assessment; • To encourage examination of the social and cultural milieu and one's place in the public life; • To foster an appreciation for the arts and for diversity
Program Mission:	The Associate of Applied Science degree in Graphic Communications will provide employment-related knowledge and skills necessary to succeed in the graphic communications field. The degree will meet educational criteria for employment and prepare the student for possible transfer to other colleges and universities to meet higher educational and professional goals.

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Assessment Report Academic Year: 2008-2009

Outcome #1

Program Goal:	The program needs to add an advanced web design course to give students required skills in web design, an ever-changing technology. Specifically, skill levels need to be increased in the areas of cascading style sheets and actionscripting.
Outcome:	The program will articulate GRC 275B Web Design and Publishing II and will add it to the A.A.S. degree requirements in the 2009-2010 catalog.
Assessment Methods Used and Criteria for Success:	Criteria for success would be the articulation of GRC 275B and the addition of the course to the A.A.S. degree requirements in the 2009-2010 catalog.
Summary of Results and Conclusions Drawn:	The course was approved by the curriculum committee and will be added to the 2009-2010 catalog. The course will not be taught until Spring 2010.
Use of Results:	The results will be published in the 2009-2010 catalog.

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Assessment Plan Academic Year: 2009-2010

Outcome #1

Program Goal:	The program needs to add advanced video and animation courses to give students required skills in animation design. Specifically, skill levels need to be increased in the areas of video, including some recording and editing using Adobe Premiere, and animation using Adobe After Effects. Students will promote themselves with an animated portfolio.
Outcome:	The program will articulate GRC 181B, Digital Video I and GRC 281B Digital Video II. We will find an instructor with the skills to teach both courses.
Assessment Methods and Criteria for Success:	Criteria for success would be the articulation of GRC 181B and GRC 281B and the addition of GRC 181B to the A.A.S.degree requirements in the 2009-2010 catalog. (281B would be an elective).
Planned Use of Results:	The results will be published in the 2009-2010 catalog and GRC 181B will be taught in the Spring 2010.