

## End of Year Assessment Report for Programs

Program: Digital Media

Semester/year: Spring 2020

Contact Person: Deloy Cole

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### Program Mission Statement

The Digital Media Major prepares students to become content creators in a world that is constantly being shaped by technology. This preparation includes the cultivation of analytic and critical thinking skills as well as the ability to work and communicate with others on complex interdisciplinary projects integrating digital music, digital art, web-based technologies, and computer programming skills.

### Program Objectives

1. Generate creative works in art, literature, performance and media criticism. (2018 SLOs 2, 5)
2. \*Critically examine works in media and technology; explain their contribution to society. (2018 SLOs 1, 5)
3. Integrate the theory and praxis of visual, performative, media and written cultural forms. (2018 SLOs 1, 5)
4. Develop professional communication skills necessary for success. (2018 SLOs 3, 4)  
\*Analyzing this school year.

### Assessment Methods and Benchmarks – SPRING SEMESTER

For each program objective, choose one “best representative” assignment at the Introductory, Developmental, and Mastery levels. You will have a total of three assignments/measurements per program objective. Put this information in a chart. Refer back to your Program Learning Objective Alignment Chart to determine best representative assignments and benchmarks. In any given semester, you may not have assignments at all three levels for every program objective; simply report all that you can.

Program Objective	Introducing	Developing	Mastering
PO2. Critically Examine Works	DMDA120 Historical Photo Assignment	DMDA230 Package Design Project (cancelled due to COVID-19) Replaced with DMDA230 8 Page Layout	DMDA401 DM Portfolio
	Benchmark: >=75%	Benchmark: >=75%	Benchmark: >=75%
	Evidence: 97% completion	Evidence: 90% completion	Evidence: 86% completion

### Analysis of Assessment Findings – SPRING SEMESTER

Discuss the significance of the findings of the current semester in light of the desired results, findings from previous semesters/years, recent changes in the program or the assessment process, etc. What did you learn from the assessment? In particular:

- (1) What strengths and weaknesses do the findings reveal about the program? Strengths include variety of skills covered. Our students struggle with time management and getting projects done.
- (2) What impact have program changes in the last several years had on student learning (indicate those program changes that resulted from previous assessment findings)? The big program change that has caused a negative impact on our students is losing a Graphic Design professor. Fulltime professors are teaching intro again with better results (higher median evaluation scores).
- (3) What impact have recent changes in the assessment process had on the quality and usefulness of the findings? None at this time.

### **Sharing and Discussion of Assessment Findings – SPRING SEMESTER**

We meet on a regular basis to review and share our assessment and teaching experiences.

### **Use of Assessment Findings for Program Improvement (Action Plan) – SPRING SEMESTER**

- (A) Describe any changes in (1) the program and/or (2) the assessment process that are planned in response to these assessment findings.
- (B) Briefly summarize the status of the previous years' or semester's action plans. Are they complete, still being implemented, on hold, or some other status? Implemented D2L notifications extra credit. Did not host a DM event to practice recording DM events.
- (C) For each intended improvement or change in the program stemming from this semester's data, provide a detailed timeline for follow-up data collection, data analysis, and data review. Had to do our DM portfolios event on zoom this semester. It was awkward, but for the most part worked well with students showing their work. We had over 40 other students join us for these events and the videos were published on facebook. DM Portfolio websites are now available on our website (<http://dm.greenville.edu>).

### **Full Year Reflection – FALL/INTERTERM/SPRING TERMS**

How well does the data support your learning objectives? Not really truly reflective of the year. Due to IRR in the fall and COVID-19 in the spring. How is this data reliable?

Do your procedures for gathering and reviewing information need to be modified? No.

What was done as a response to assessment data in the past? See use of assessment findings above.

How did it go? Swell. Except for forgetting this new proposed Intro to DM event.

Did you make the intended changes from your program's Fall Action Plan, and are you on track with your timeline? We did.

It was a difficult year of losing a full-time faculty member and the pandemic and this caused new issues of being consistent with our requirements and responses to students. We really need some quality adjuncts to come along the full-time faculty and create a consistent, high-quality product.

### **Supporting Documents**

None to speak of.