

## **Institutional Effectiveness Report**

<b>Name of Program:</b>	<b>Visual Arts Program</b>
<b>Year:</b>	<b>2018-2019</b>
<b>Name of Preparer:</b>	<b>Gregory G. Fry</b>

### **Executive Summary of Report**

- SLO 1 and 3: These are doing well and staying consistent with expected benchmarks and baselines measured in the past.
- SLO 2: Needed to be suspended due to numbers and time constraints.
- SLO 4: While current number appears low, the faculty member feels due to complexity the students are doing well (see assessment results below).
- SLO 5: Adjustments to review for ART206 show effective outcomes. Monitoring the progress but the adjusted steps in review demonstrate good results in reaching the benchmark. Consideration is being given on raising target.
- SLO 6: Additional adjustments need to be taken to ART330 testing review to reach the benchmark. Additional review similar to that done in ART206 will be implemented and reviewed for effective outcomes. This includes additional review and drilling on information retention prior to testing.
- SLO 7: Steps taken with the candidates for the sophomore portfolio review in letting them know to watch GPA issues earlier have helped in passing the review. While the benchmark is being met, steps are being taken to produce a more effective rubric for measuring and evaluating data.
- SLO 8: The senior exit exam has been given five semesters and we believe the 75% outcome is a viable benchmark. The overall mean score from 2017-2019 is 74%. Faculty continue to adjust the weaker areas being tested to reach the set benchmark.

### **Program Mission Statement**

The visual arts program focuses on developing the artistic abilities of students within the liberal arts tradition. The purpose of the art major is to give students a solid foundation in the studio arts and develop visual awareness. The actual production of works in the studios, followed by critiques of their works, enhances the students' understanding. They are prepared for graduate school or for independent work in the arts through their coursework in the studio areas, supplemented by art history and related fields of study. Graduates of this program have gone on to graduate studies and jobs in art related careers.

### **Program Learning Outcomes (PLOs)**

PLO 1.0: Students will have a solid foundation in the studio arts and art history.

PLO 2.0: Students will develop a heightened visual awareness.

PLO 3.0: Students will enhance their understanding of artworks through hands-on production of artwork.

PLO 4.0: Students will enhance their understanding of artworks through various critique methods employed in the evaluative process.

PLO 5.0: Students will be prepared for independent work in the arts and/or graduate school programs through their coursework in the studio areas, supplemented by art history courses and related fields of study.

### **Student Learning Outcomes (SLOs)**

SLO 1.0: The percentage of students in ARTH 221 course achieving 90% on art history identification test (artist, subject matter, style, technique, and/or terminology) will reach 75%. PLO learning goals: 1, 2 and 5.

SLO 2.0: The percentage of students in course achieving 90% mastery on in-class presentations will reach 75% SUSPENDED THIS SPRING SEMESTER (see below). PLO learning goals: 1, 2 and 5.

SLO 3.0: The percentage of students in ARTH 221 course achieving 90% mastery on in-class essay writing will reach 75%. PLO learning goals: 1, 2 and 5.

SLO 4.0: The percentage of students in ARTH 221 course achieving 90% mastery on reading comprehension/critical thinking will reach 75%. PLO learning goals: 1, 2 and 5.

SLO 5.0: The percentage of students in ART206 course achieving 80% mastery in understanding information on design technology and elements and principles of design will reach 75%. PLO learning goals: 1, 2, 3 and 4.

SLO 6.0: The percentage of students in ART330 achieving 80% mastery in understanding information on typography, measurements, and pre-press will reach 75%. PLO learning goals: 1 and 2.

SLO 7.0: The percentage of Graphic Design candidates for Sophomore Portfolio Review achieving 90% mastery of performance level with foundational work towards graphic design emphasis will reach 75%. PLO learning goals: 1, 2, 3 and 4.

SLO 8.0: The percentage of students achieving mastery on the senior exit exam on reading and comprehension of basic drawing, two- and three-dimensional design, art history and visual arts emphasis will reach or exceed 75%. PLO learning goals: 1, 2 and 5.

### **Assessment Methods**

SLO 1.0: The percentage of students in course achieving 90% on art history identification test (artist, subject matter, style, technique, and/or terminology) will reach 75%.

DIRECT ASSESSMENT METHOD: Grading of short visual ID test in ARTH 221.

INDIRECT ASSESSMENT: regular course tests, game style quiz bowl used throughout semester for practice.

For art history courses to be of full service to art studio majors, students must learn the canonical artists, artworks, basic styles, techniques, and terms in order for the student's own creative output to be placed in meaningful historical context and be knowledgeably reflective of the full range of aesthetic possibilities.

SLO 2.0: The percentage of students in course achieving 90% mastery on in-class presentations will reach 75%.

DIRECT ASSESSMENT METHOD: Grading of rubric sheet.

INDIRECT ASSESSMENT: students tend to emulate their more skilled classmates, especially when asked to evaluate the strengths and weaknesses of others; plus, many excellent on-screen presenters (at least a dozen) are showcased in class videos to serve as models.

Many skills are necessary for public speaking and being able to articulate the varied features and qualities of a visual work of art and conveying them successfully to a live audience.

SLO 3.0: The percentage of students in course achieving 90% mastery on in-class essay writing will reach 75%.

DIRECT ASSESSMENT METHOD: Grading of rubric sheet

INDIRECT ASSESSMENT: the quality of a student's first day course questionnaire is often a strong indicator of vocabulary, grammar, and basic writing skills.

Collecting thoughts and ideas, then extemporaneously writing them into a coherent, grammatically correct, and concise form is a supreme yet fundamental academic skill to possess.

SLO 4.0: The percentage of students in course achieving 90% mastery on reading comprehension/critical thinking will reach 75%.

DIRECT ASSESSMENT METHOD: Grading of fill-in the blanks sheet (sequence of paragraphs taken from the required course text book).

INDIRECT ASSESSMENT: Course questionnaire — students are asked directly about how they rate their own reading comprehension skills.

Reading comprehension is a traditionally weak area for Visual Arts majors across the nation so testing students' skills at discerning and inferring information from their college-level art history survey text is a primary course and life goal.

SLO 5.0: The percentage of students in ART206 course achieving 80% mastery in understanding information on design technology and elements and principles of design will reach 75%.

DIRECT ASSESSMENT METHOD: Measured by two true or false, multiple-choice and fill in the blank tests.

SLO 6.0: The percentage of students in ART330 achieving 80% mastery in understanding information on typography, measurements, and pre-press will reach 75%.

DIRECT ASSESSMENT METHOD: Measured by true or false and multiple-choice questions.

SLO 7.0: The percentage of graphic design candidates for Sophomore Portfolio Review achieving 90% mastery of performance level with foundational work towards graphic design emphasis will reach 75%.

DIRECT ASSESSMENT METHOD: Work is presented in a design portfolio format. Work shown by the student determines the appropriateness of graphic design emphasis for progression in the emphasis. Measured by a departmental rubric and GPA requirements.

SLO 8.0: The percentage of students achieving mastery on the senior exit exam on reading and comprehension of basic drawing, two- and three-dimensional design, art history and visual arts emphasis will reach or exceed 75%.

DIRECT ASSESSMENT METHOD: Measured by four different multiple-choice tests. One test for each of the following areas: basic drawing, two- and three-dimensional design, art history and visual art emphasis.

### **Assessment Results**

SLO 1.0: The percentage of students in course achieving 90% on art history identification test (artist, subject matter, style, technique, and/or terminology) will reach 75%.

DIRECT ASSESSMENT RESULTS: 30 of 36 students met 90% target score (83% success rate); students are drilled on this material constantly throughout the course using thousands of practice visual images. PLO learning goals met: 1, 2 and 5.

SLO 2.0: The percentage of students in course achieving 90% mastery on in-class presentations will reach 75%.

DIRECT ASSESSMENT RESULTS: SUSPENDED THIS SPRING SEMESTER - Since the ARTH 221 class consisted of 36 students, nearly double the 19 students in Spring 2018, in-class presentations were at least temporarily dropped because of the burdensome amount of class time required for them.

SLO 3.0: The percentage of students in course achieving 90% mastery on in-class essay writing will reach 75%.

DIRECT ASSESSMENT RESULTS: 27 of 36 students met 90% target score (75% success rate). Very much in line with previous testing results, but short of the goal. PLO learning goals met: 1, 2 and 5.

SLO 4.0: The percentage of students in course achieving 90% mastery on reading comprehension/critical thinking will reach 75%.

DIRECT ASSESSMENT RESULTS: 18 of 36 students met 90% target score (50% success rate which appears low, but the scope of the exercise was expanded 10-fold and many students frankly submitted only partially completed sheets and some declined even to attempt the exercise). It was brutally challenging for students and very time-consuming to grade yet there was positive student feedback, as most came to a much fuller realization (and appreciation) of what good-to-excellent reading comprehension skills require. PLO learning goals met: 1, 2 and 5.

SLO 5.0: The percentage of students in ART206 course achieving 80% mastery in understanding information on design technology and elements and principles of design will reach 75%.

DIRECT ASSESSMENT RESULTS: 4 of 5 students met 80% target score (80% success rate) in the fall and 8 out of 9 students met 80% baseline score (88% success rate) in the spring. PLO learning goals met: 1, 2, 3 and 4.

SLO 6.0: The percentage of students in ART330 achieving 80% mastery in understanding information on typography, measurements, and pre-press will reach 75%.

DIRECT ASSESSMENT RESULTS: 4 of 7 students met 80% target score (57% success rate). PLO learning goals not met: 1 and 2.

SLO 7.0: The percentage of Graphic Design candidates for Sophomore Portfolio Review achieving 90% mastery of performance level with foundational work towards graphic design emphasis will reach 75%.

DIRECT ASSESSMENT RESULTS: 4 of 4 students met 90% baseline score. (100% success rate) in the fall and 4 of 4 students met 90% target score. (100% success rate) in the spring. PLO learning goals met: 1, 2, 3 and 4.

SLO 8.0: The percentage of students achieving mastery on the senior exit exam on reading and comprehension of basic drawing, two- and three-dimensional design, art history and visual arts emphasis will reach or exceed 75%.

DIRECT ASSESSMENT RESULTS: Data collected during the 2018-19 academic year indicated that the percentage of students achieving a rating of 75% on the senior exit exam was 71%. Since our target was 75%, this target was not achieved.

PLO learning goals not met: 1, 2 and 5.

### **Action Items**

SLO 1.0. The percentage of students in course achieving 90% on art history identification test (artist, subject matter, style, technique, and/or terminology) will reach 75%. 30 of 36 students met 90% target score (83% success rate). The goal was achieved and no action is required at this time.

SLO 2.0: Suspended this spring semester. No action is required at this time.

SLO 3.0: The percentage of students in course achieving 90% mastery on in-class essay writing will reach 75%. 27 of 36 students met 90% target score (75% success rate). The goal was achieved and no action is required at this time.

SLO 4.0: The percentage of students in course achieving 90% mastery on reading comprehension/critical thinking will reach 75%. 18 of 36 students met 90% target score (50% success rate). Due to reasoning above, no action is required at this time.

SLO 5.0: The percentage of students in ART206 course achieving 80% mastery in understanding information on design technology and elements and principles of design will reach 75%. 12 of 14 students met 80% target score for the year (86% success rate). The goal was achieved and no action is required at this time.

SLO 6.0: The percentage of students in ART330 achieving 80% mastery in understanding information on typography, measurements, and pre-press will reach 75%. 9 out of 14 tests met the 80% target score (64% success rate). The goal was not achieved. Continued additional time will be spent reviewing information and in-class examples of practical application of information related to typography, measurements and pre-press will be demonstrated prior to the quiz.

SLO 7.0: The percentage of Graphic Design candidates for Sophomore Portfolio Review achieving 90% mastery of performance level with foundational work towards graphic design emphasis will reach 75%. For the year, 8 of 8 students met 90% baseline score (100% success rate). The goal was achieved. However, it was determined that a more concise rubric needs to be generated that will give a better view of data and will be updated by the fall of 2019.

SLO 8.0: The percentage of students achieving mastery on the senior exit exam on reading and comprehension of basic drawing, two- and three-dimensional design, art history and visual arts emphasis will reach or exceed 75%.

Data collected during the 2018-19 academic year indicated that the percentage of students achieving a rating of 75% on the test was not achieved. Data indicates a 71% rating. Since the target was not achieved, the department will adjust for the areas of weakness. Review of adjustments to weak areas on the exam will be reviewed again in the fall semester to see if benchmark is being achieved.