

## **Institutional Effectiveness Report**

<b>Name of Program:</b>	<b>Visual Arts Program</b>
<b>Year:</b>	<b>2020-2021</b>
<b>Name of Preparer:</b>	<b>Jessica Willis</b>

### **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 ARTH 221 course achieving 90% mastery on in-class essay writing will reach 75%.

PLO learning goals: 1, 2 and 5.

SLO 3.0: 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 4.0: 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 5.0: 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 6.0: 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 7.0: 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 a 75% mean score.

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 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 3.0: 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 4.0:** 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.

**Baseline-** In the 2019-2020 academic year 11 of 13 students met 80% baseline score (85% success rate) on final test in the fall. PLO learning goals met: 1, 2, 3 and 4.

**Benchmark-** In the 2020-2021 academic year Visual Arts students once again met or exceeded the 80% baseline score indicating this SLO was achieved and PLO's 1,2,3 and 4 were met.

**Target-** The program will continue to emphasize and assess this skill area to assure future student success. This SLO will likely be removed from next year's report due to having been met two years running.

**SLO 5.0:** 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. Due to Covid19 and the interruption of courses in the Fall of 2020 the data was not provided. The program expects continuation of results to resume in the Fall of 2021 provided there are no further unforeseen impacts to course content.

**SLO 6.0:** 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.

**Baseline-** In the 2019-2020 academic year 8 of 8 students met 90% baseline score. (100% success rate) in the fall and 7 of 7 students met 90% baseline score. (100% success rate) in the spring. PLO learning goals met: 1, 2, 3 and 4.

**Benchmark-** In the 2020-2021 academic year Visual Arts students once again met or exceeded the 90% baseline score indicating this SLO was achieved and PLO's 1,2,3 and 4 were met.

**Target-** The program will continue to emphasize and assess this skill area to assure future student success. This SLO will likely be removed from next year's report due to having been met two years running.

**SLO 7.0:** 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% mean score.

**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.

**Baseline-** Data collected during the Fall 2019 academic semester indicated that the mean score from the three students was at 75.83%. This is up from December 2018 results of 62. 5%. Students achieved the baseline score of 75% indicating this SLO was met as were PLO's 1,2,3,4 and 5.

PLO learning goals met: 1, 2 and 5.

**Benchmark-** Data collected during the Spring 2021 academic semester indicated the mean score from 8 students was at 77.66%, a clear positive increase from the 75.83% Fall of 2019. Students achieved the baseline score of 75% indicating this SLO was met as were PLO's 1,2,3,4 and 5.

**Target-** Moving forward we will continue to emphasize and assess this area expecting our students to achieve a minimum of 75% competency on the Exit Exam.

### **Assessment Results**

SLO 1.0: Due to COVID-19 and interruption with courses the data was not provided.

SLO 2.0: Due to COVID-19 and interruption with courses the data was not provided.

SLO 3.0: Due to COVID-19 and interruption with courses the data was not provided.

SLO 4.0: 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%. For the past two years 85% of students have met the 80% baseline score for this SLO indicating that the outcome was met and the related PLO's 1,2,3 and 4 were addressed. Moving forward this SLO will likely be removed from future IE Reports due to having been consistently met.

SLO 5.0: The percentage of students in ART330 achieving 80% mastery in understanding information on typography, measurements, and pre-press will reach 75%. **DIRECT ASSESSMENT RESULTS:** In the Fall of 2019 5 of 9 students met 80% baseline score (56% success rate). PLO learning goals not met: 1 and 2. Due to Covid19 data was not provided for the 2020-2021 academic year. It is clear from previous data that this is an area where the program could strengthen. More data will be collected in the 2021-2022 academic year that will clarify what steps need to be taken to improve the success rate and reach the goal of 75%.

SLO 6.0: 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 academic years of 2019-2020 and 2020-2021 100% of students have achieved the baseline score of 90% for the Sophomore Portfolio Review. This indicates the SLO and related PLOs were properly addressed and consistently met. Moving forward this SLO will likely be removed from future reports.

SLO 7.0: 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%. There is a clear climb from the 62.5% mean competency score in December of 2018 to the 77.66% mean competency score achieved by the graduating seniors in the Spring of 2021. This indicates that the SLO was met and surpassed and that the related PLO's 1, 2, 3, 4, and 5 were achieved.

### **Action Items**

SLO 1.0: Due to COVID-19 and interruption with courses the data was not provided.

SLO 2.0: Due to COVID-19 and interruption with courses the data was not provided.

SLO 3.0: Due to COVID-19 and interruption with courses the data was not provided.

SLO 4.0: 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%.

This SLO and the related PLO's were achieved and no action is required at this time.

SLO 5.0: The percentage of students in ART330 achieving 80% mastery in understanding information on typography, measurements, and pre-press will reach 75%. 5 out of 9 students met the 80% target score (55% success rate). The goal was not achieved. Additional time will be spent reviewing information and importance stressed. In class review time will be more concise in the covering of information. Additional resources will be implemented and posted on Blackboard.

SLO 6.0: 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, 15 of 15 students met 90% baseline score (100% success rate). The goal was achieved. A more concise rubric was generated that will give a better view of data and has been updated and is included in the appendices. (see sheet **Appendix A**) No action is needed at this time.

SLO 7.0: 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 Fall 2019 academic semester indicated that the percentage of students achieving a mean score of 75% on the test was achieved. Data indicates a mean score rating of 75.83%. The department will continue to 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. (see sheet **Appendix B**) Data collected during the Spring 2021 academic semester indicated that a mean score of 77.66% was achieved by 8 students on the Exit Exam. (see sheet **Appendix C**) The program will continue to assess this area, but the Benchmark was met, and no action is needed at this time.

### **Executive Summary of Report**

- SLO 1 - 3: Due to COVID-19 and interruption with courses the data was not provided. Expect a continuation of results beginning Fall 2021 provided there are no additional unforeseen impacts to course content.
- SLO 4: Adjustments to review for ART206 show effective outcomes. After reviewing numbers from this semester, a stable baseline was achieved. The program will continue to adjust as needed but no further action is required at this time.
- SLO 5: Continued adjustments need to be taken to ART330 testing review and information being communicated to reach the benchmark. Stress on information and delivery will be adjusted along with additional resources such as Blackboard to better convey content.
- SLO 6: The baseline for the Sophomore Portfolio Review has been stable with the last 7 semesters at 100% passing rate. This has reviewed 34 students. The rubric has been updated and is included in the appendices as Appendix A. No further action is required at this time.
- SLO 7: Due to COVID-19 and interruption with courses, data was provided only from the Fall of 2019. The senior exit exam has been given seven semesters and we believe the 75% outcome is a viable benchmark. The overall mean score from Fall 2019 is 75.83%, the overall mean for Spring of 2021 is 77.66%, a satisfactory result. Faculty will continue to adjust the weaker areas being tested to reach the set benchmark and will continue to monitor to assure achievement of target and have a more stable baseline.

# APPENDICES

## APPENDIX A

**Rubric Growth Descriptors for Graphic Design Portfolio Review**  
 This rubric is designed to give the student a holistic view of their growth in the graphic design emphasis. The break downs given are meant to give feedback on areas where the student should give more focus while maintaining the control in the other criteria areas. Work to be the best designer that you can be. Individual works will not be regaded but will be viewed in a holistic overview of the portfolio.

	<b>Extraordinary</b> (mastered criteria)	<b>Excellent</b> (excellent in most instances)	<b>Satisfactory</b> (demonstrated basic abilities)	<b>Insufficient</b> (did not meet criteria in many ways)	<b>Unacceptable</b> (competency was not demonstrated)
<b>Presentation:</b> Shows the required control in the number of works, quality of packaging, visual program and displays the personality of the design student. This relates to the inside and container of the portfolio.	Demonstrates mastery over the presentation through all the stages in creating a design portfolio.	Exhibits good control over the presentation of the design process to a portfolio. Shows a clear understanding and utilization as it applies to the creation of a design portfolio.	Displays acceptable control over the presentation of a design portfolio. May show good control in one aspect while having minimal control in another.	Shows a poor understanding and application in the presentation of a design portfolio. Will show a breakdown in the control of the portfolio at multiple stages.	Presents entry/level or a careless application of the creation of a design portfolio. Defects will be visible throughout the design portfolio and in the final overall portfolio presentation.
<b>Formal Qualities:</b> Visual control over compositions applying structures, elements and the principles of design. Applied use of visual unity needs to be present.	Demonstrates mastery of the integration of formal qualities associated with in the creation of a design portfolio.	Exhibits good control that relates to the formal qualities. Shows a clear understanding and utilization in the creation of a design portfolio.	Displays acceptable control over the formal qualities in a design. Visual unity will show signs of breaking down.	Shows a poor understanding of the formal qualities in a design and a clear breakdown in the visual unity will be present and obvious within the portfolio.	Presents entry/level or a careless application of the formal qualities. Design will demonstrate poor visual unity and other issues that relate directly to the formal qualities will be present within the portfolio.
<b>Technical, Production &amp; Media Skills:</b> Command of technical, production and media skills. Attention to detail and effort level needs to be clearly present.	Demonstrates mastery in the application of technical, production and media skill sets associated with the generation of a design portfolio. This includes both traditional and digital processes.	Exhibits good control over all aspects of the technical, production and media skill sets associated with the generation of a design portfolio. This includes both traditional and digital processes.	Displays acceptable control over technical, production and media skill sets associated with the generation of a design portfolio. Craftsmanship will show basic control. This includes both traditional and digital processes.	Shows a poor understanding of technical, production and media skill sets associated with the generation of a design portfolio. This includes both traditional and digital processes.	Presents entry/level or a careless application of technical, production, and media skill sets associated with the generation of a design portfolio. This includes both traditional and digital processes.
<b>Meaning &amp; Function:</b> Unity of traditional or digital technology with creativity. How they come together to create a skillful design portfolio that communicates as intended. Insight, reflection and growth will be present.	Demonstrates mastery in the clear focus of meaning and function present within a design portfolio.	Exhibits good control of how meaning and function come together within a design portfolio.	Displays an acceptable amount of control of how meaning and function come together within a design portfolio.	Shows poor comprehension in how meaning and function work within a graphic design portfolio.	Presents entry/level or a careless application of the meaning and function within a graphic design portfolio.
<b>Craftsmanship:</b> Relates to specification of works in the presentation of a graphic design portfolio. This differs from other areas in how the holistic presentation of the portfolio is viewed.	Demonstrates mastery in the use of craftsmanship as it relates to the overall clean presentation of a design portfolio.	Exhibits good control in the use of craftsmanship as it relates to the overall clean presentation of a design portfolio.	Displays an acceptable level in the use of craftsmanship as it relates to the overall clean presentation of a design portfolio.	Shows poor use in the craftsmanship as it relates to the overall clean presentation of a design portfolio.	Presents entry/level or a careless application in the craftsmanship as it relates to the overall clean presentation of a design portfolio.

# APPENDIX B

## Department of Fine Arts Visual Arts Program Senior Exit Exam Results December 2019

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<b>Graphic Design Specialty:</b>	?	?	?	<b>Graphic Design Specialty:</b>	?
Drawing	?	90%	?	Drawing	60%
2 and 3-Dimensional Design	?	90%	?	2 and 3-Dimensional Design	70%
Art History	?	90%	?	Art History	60%
Graphic Design	?	100%	?	Graphic Design	50%

?

<b>Graphic Design Specialty:</b>	?	?	?	?
Drawing	?	60%	?	?
2 and 3-Dimensional Design	?	90%	?	?
Art History	?	60%	?	?
Graphic Design	?	90%	?	?

?

<b>Total Points:</b>	??	<b>910</b>
<b>Mean Score:</b>	??	<b>75.83%</b>
<b>Median:</b>	??	<b>80.00%</b> [halfway between highest and lowest scores]

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**FOR COMPARISON:**

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**Last December 2018 Results (also 3 Graphic Design Seniors):**

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<b>Total Points:</b>	??	<b>750</b>
<b>Mean Score:</b>	??	<b>62.50%</b>
<b>Median Score:</b>	??	<b>65.00%</b>

## APPENDIX C

### Department of Fine Arts    Visual Arts Program Senior Exit Exam Results    April 2021

#### Painting Specialty:

Drawing	90%
2-D and 3-D Design	100%
Art History	90%
Painting	95%

#### Graphic Design Specialty:

Drawing	70%
2-D and 3-D Design	70%
Art History	40%
Graphic Design	80%

#### Graphic Design Specialty:

Drawing	70%
2-D and 3-D Design	70%
Art History	60%
Graphic Design	100%

#### Graphic Design Specialty:

Drawing	100%
2-D and 3-D Design	70%
Art History	40%
Graphic Design	80%

#### Graphic Design Specialty:

Drawing	60%
2-D and 3-D Design	70%
Art History	70%
Graphic Design	80%

#### Graphic Design Specialty:

Drawing	60%
2-D and 3-D Design	80%
Art History	90%
Graphic Design	100%

#### Painting Specialty:

Drawing	100%
2-D and 3-D Design	100%
Art History	80%
Painting	90%

#### Graphic Design Specialty:

Drawing	60%
2-D and 3-D Design	90%
Art History	60%
Graphic Design	70%

<b>Total Points:</b>	<b>2,485</b>
<b>Mean Score:</b>	<b>77.66%</b>
<b>Median Score:</b>	<b>80.00%</b>