

**COURSE ASSESSMENT REPORT**

**I. Background Information**

1. Course assessed:  
 Course Discipline Code and Number: **PHO 204**  
 Course Title: **Color Photo Design**  
 Division/Department Codes: **BCT / VAT**
2. Semester assessment was conducted (check one):  
 Fall 20\_\_  
 **Winter 2007**  
 Spring/Summer 20\_\_
3. Assessment tool(s) used: check all that apply.  
 **Portfolio**  
 Standardized test  
 Other external certification/licensure exam (specify):  
 Survey  
 Prompt  
 Departmental exam  
 Capstone experience (specify):  
 Other (specify): **Final Exam**
4. Have these tools been used before?  
 Yes  
 **No**  
 If yes, have the tools been altered since its last administration? If so, briefly describe changes made.
5. Indicate the number of students assessed/total number of students enrolled in the course.  
**6 / 15 for outcome one (portfolios). 15 / 15 for outcome two (final exam scores).**
6. Describe how students were selected for the assessment.  
**Outcome one: The sample of final portfolios, selected by the instructor, represented a range of student achievement (high to low quality work) that was evident in the one section of this course that was offered during this semester.**  
**Outcome two: An average was calculated from all final exam scores.**

**II. Results**

1. Briefly describe the changes that were implemented in the course as a result of the previous assessment.  
 This is the first assessment of the course.
2. State each outcome (verbatim) from the master syllabus for the course that was assessed.
  1. Display advanced proficiency with the tools and techniques of a digital, color image-making workflow, inclusive of global and local adjustments to density, contrast, color management and cropping. Image content must convey a clear capability to implement various compositional elements and techniques, in addition to the psychological implications of colors utilized, and present visual content that dynamically communicates ideas.
  2. Demonstrate advanced proficiency regarding several technical aspects of seeing, using, and recording light to create photographs, in addition to identifying the vocabulary that defines light, color, and gestalt.
3. Briefly describe assessment results based on data collected during the course assessment, demonstrating the extent to which students are achieving each of the learning outcomes listed above. **Please attach a summary of the data collected.**  
 — The final portfolio was used to assess outcome one, and the students appear to have excellent command of the formal properties inherent in the construction of photographic images. The data is favorable for all technical criteria, with the exception of color management “print quality/media combination and overall printing skill.” Advanced proficiencies can be inclusive of “originality, innovation, and creativity of portfolio presentation.” The summary shows a significant deficiency for this criteria (50%). The students appear to have excellent command and implementation of design principles to convey ideas in their work.

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— The final exam was used to assess outcome two, and the final exam scores calculate a mean of 84%, which generally implies that students have functional command of vocabulary to be conversant in the medium.

4. For each outcome assessed, indicate the standard of success used, and the percentage of students who achieved that level of success. *Please attach the rubric/scoring guide used for the assessment.*

— The master syllabus states an 80% success rate for both outcomes. This was met or exceeded in some criteria for outcome one, yet the mean percentage noted at the bottom of the data summary shows 75%. The success rate was exceeded for outcome two, on the final exam scores, at 84%.

5. Describe the areas of strength and weakness in students' achievement of the learning outcomes shown in assessment results.

**Strengths:** Excellent technical abilities in regard to image construction and integration of design elements. Excellent command and application of vocabulary and related concepts of image construction is evident.

**Weaknesses:** Technical abilities in print quality and original methods of presentation experienced deficiencies. Some students need to implement a wider variety of portfolio materials and techniques — to deliver a higher quality final presentation method. Print quality for some students is elusive, which can be revealed in the detail of their workflow; i.e. choosing the correct paper and color profile combination. Although students may be conversant in the medium, the minutia of software interface is continually changing and can be confusing for those with general learning styles and/or retention methods.

**III. Changes influenced by assessment results**

1. If weaknesses were found (see above) or students did not meet expectations, describe the action that will be taken to address these weaknesses.

**Setting stronger requirements during demonstrations of final portfolio presentation methods for creating original and, perhaps, non-traditional portfolios.**

2. Identify intended changes that will be instituted based on results of this assessment activity (check all that apply). Please describe changes and give rationale for change.

a.  Outcomes/Assessments on the Master Syllabus  
Change/rationale:

b.  Objectives/Evaluation on the Master Syllabus  
Change/rationale:

c.  Course pre-requisites on the Master Syllabus  
Change/rationale:

d.  1<sup>st</sup> Day Handouts  
Change/rationale:

e.  Course assignments  
Change/rationale:

f.  Course materials (check all that apply)  
 Textbook  
 Handouts  
 Other:

g.  Instructional methods  
Change/rationale:

h.  Individual lessons & activities  
Change/rationale: Stronger emphasis on implementing higher quality portfolio presentation materials and methods. This can be stated in final portfolio guidelines, and emphasized during demonstrations. Stronger emphasis must be placed on color management and final print quality.

3. What is the timeline for implementing these actions? **Fall 2008**

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IV. Future plans

- 1. Describe the extent to which the assessment tools used were effective in measuring student achievement of learning outcomes for this course.

— The collection of this data affirms the qualitative nature and subjectivity of visual arts evaluation processes. The three individuals that assessed the portfolios are working professionals and offer high expectations in student work. This can account for some of the lower percentages that occur in the portfolio assessment because some students produce low quality work regardless of how exemplary the instruction is. The portfolio data collection instrument was reported to be concise and intuitive to implement, thereby offering reliability in the results. (viewer fatigue can set in while evaluating large volumes of student work, over extended periods of time, which can impact their opinions and subjectivity).

— Final exam data provides a quantitative method of data collection, and offers balance to the aforementioned method. With this data, there is evidence of retention and application of concepts, theories, and image construction strategies.

- 2. If the assessment tools were not effective, describe the changes that will be made for future assessments.

- 3. Which outcomes from the master syllabus have been addressed in this report?

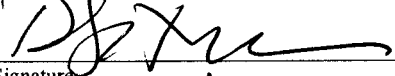
All  Selected

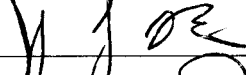
If "All", provide the report date for the next full review: **Fall 2011**


If "Selected", provide the report date for remaining outcomes: \_\_\_\_\_.

Submitted by:

Donald Werthmann, Professional Faculty

Name:  Donald Werthmann Date: 19 AUG 2008  
Print/Signature

Department Chair:  Jennifer Baker Date: 10/6/08  
Print/Signature

Dean:  \_\_\_\_\_ Date: 10/6/08  
Print/Signature