

2007-2008 Program Assessment Report: Art

Name of Department/Unit: ART

List of Programs:

Bachelor of Arts in Art: *Art Education, Art History, Studio Art, Visual Communication*

Minor in Art: *Option I: Standard Minor, Option II: Art History*

Master of Arts in Art: *Option I: Art Education, Option II: Art History, Option III: Studio Art, Option IV: Visual Communication
Option V: Art Minor*

Master of Fine Arts in Art: *Option I: Studio, Option II: Visual Communication*

Department/Unit Mission:

The goal of the Art Department is to establish and develop an inclusive and balanced Art program. There are four areas of study: Art Education, Art History, Studio Art, and Visual Communications.

Department/Unit Goals:

1.Basic Skills - To develop a foundation of art knowledge, theories, skills, craftsmanship and technologies, where ideas and concepts are communicated in writing, speaking and art making.

2.Art Knowledge - To broaden knowledge of ancient through contemporary art and to develop an understanding of art within theoretical, cultural, and historical contexts.

3.Critical Thinking - To analyze, question, and interpret traditional methodologies and pre-conceived notions of art and art-making through the process of generating and solving problems.

4.Interdisciplinary Connections - To explore and engage in interdisciplinary forms of art-making.

5.Global Perspectives - To promote an appreciation and tolerance of diverse perspectives dealing with art, culture, teaching and learning.

6.Collaboration - To encourage both individual and collaborative art experiences among students, faculty, and community.

7.Professional Preparation - To develop career paths for various art professions and an understanding of the demands and expectations of those areas.

Art Department SLOs: *(NEW as of Spring 2007)*

Student Learning Objectives

All students will:

01: Basic Skills

- Acquire a basic knowledge, theories, and concepts about art.
- Develop a foundation of art skills and a high level of craftsmanship.
- Communicate ideas and concepts through writing, speaking and art making.
- Acquire a competency with the tools and technologies associated with the visual arts.

02: Art Knowledge

- Broaden knowledge of ancient through contemporary art.
- Develop an understanding of the theoretical, cultural, and historical contexts of art.

03: Critical Thinking

- Apply processes of generating and solving problems in art.
- Analyze, interpret and question traditional methodologies and preconceived notions of art and art making.

04: Interdisciplinary Connections

- Explore and engage in interdisciplinary forms of art making.

05: Global Perspectives

- Develop an appreciation and tolerance of diverse perspectives dealing with art, culture, teaching and learning.

06: Collaboration

- Become involved in both individual and collaborative art experiences with other students, faculty, and community.

07: Professional Preparation

- Develop a career path for an art profession or an art-related field.
- Develop an understanding of the demands and expectations of that area of art profession or art field.

Name of Assessment Liaison: Magdy Rizk

Name of College: Mike Curb College of Arts, Media, and Communication

2007-2008 Program Assessment Report
Assessment Activities for Department of Art
Art 438—Senior Projects

Student Learning Outcomes (which SLOs were assessed?)	Assessment Dates (when was SLO assessed)	Assessment Procedures (what did you do?)	Summary of Findings (what did you learn?)	Use of Findings for Program Improvement (what recommendations for program improvement did you make?)
(Undergraduate) SLO 07: <ul style="list-style-type: none"> • Develop a career path for an art profession or an art-related field. • Develop an understanding of the demands and expectations of that area of art profession or art field. 	The end of Spring 2008 semester	<p>Art438/L: Senior Projects is a capstone course that all Art majors must take.</p> <p>A knowledge-based survey was administered to 3 sections of Art438/L at the conclusion of the classes. In addition, instructors were asked to collect final projects that will be later evaluated by the appropriate faculty.</p>	<p>The Art 438/L student surveys revealed a high percentage of increased knowledge in general business and knowledge in specific art job/industry areas. 70-80% of participants indicated an above average to an exceptional level in knowledge for their chosen area of art profession as a result of the class.</p> <p>In addition, participants indicated a 60-80% above average to exceptional skill level in Communication Skills, a 60% above average to exceptional skill level in Problem Solving/Decision-Making Skills and a 70% above average to exceptional skill level in Technical Skills as a result of the class.</p> <p>Evaluations of final projects indicated that a higher number of samples and more detail from the samples were needed to make an accurate assessment. The current samples revealed a need for a higher awareness of content and more finalization of promotional materials according to standards of each art profession.</p>	<p>In regards to Art 438/L, faculty recommended that samples from this class should be more representative of each area and carefully collected to reveal more detail and scope.</p> <p>Faculty also recommended a discussion on enhancing the current instruction of 438/L. Recommendations include collaborative/co-teaching, mid-semester mentoring and critiquing of student projects (ie. Self promotional works) from all areas.</p>

**2007-2008 Program Assessment Report
Assessment Activities for Department of Art
Internships**

Student Learning Outcomes (which SLOs were assessed?)	Assessment Dates (when was SLO assessed)	Assessment Procedures (what did you do?)	Summary of Findings (what did you learn?)	Use of Findings for Program Improvement (what recommendations for program improvement did you make?)
<p>(Undergraduate)</p> <p>SLO 07:</p> <ul style="list-style-type: none"> • Develop a career path for an art profession or an art-related field. • Develop an understanding of the demands and expectations of that area of art profession or art field. 	<p>The end of Spring 2008 semester</p>	<p>Internships are not required but are highly recommended.</p> <p>A knowledge-based survey was administered to internship students at the end of the internship duration. In addition, employers were sent a survey as well. Embedded employer evaluations were also collected for scrutiny.</p>	<p>Internship student surveys revealed a high percentage of increased knowledge in general business and knowledge in specific art job/industry areas as well. 75-85% of participants indicated an above average to an exceptional level in knowledge for their chosen area of art profession as a result of the internship.</p> <p>In addition, participants indicated a 75-80% above average to exceptional skill level in Communication Skills, an 80-85% above average to exceptional skill level in Problem Solving/Decision-Making Skills and an 85-90% above average to exceptional skill level in Technical Skills as a result of the internship.</p> <p>The above resulting surveys were mostly representative of the Graphic Design and Animation areas.</p> <p>Internship employer surveys indicated that employers felt the interns acquired an average level knowledge of general business and an average to above average level in knowledge for their chosen area of art profession as a result of the internship.</p> <p>In addition, employer participants indicated for their interns a 75-85% above average to exceptional skill level in Communication Skills, a 65-75% above average to exceptional skill level in Problem Solving/Decision-Making Skills and a 75-85% above average to exceptional skill level in Technical Skills as a result of the internship.</p> <p>The above resulting surveys were mostly representative of the Graphic Design and Animation areas.</p>	<p>In regards to internships, there needs to be a more inclusive representation of all art areas to participate in the survey. There is also a need for a larger number of responses from employers. Perhaps a more detailed and mandatory embedded evaluation sheet.</p> <p>There will be a recommended faculty meeting to further discuss an appropriate procedure to gather more accurate data and a more efficient approach to accurately interpret the data for this SLO.</p>