De Anza College

SLO Assessment Cycle for ARTS 63

Business Practices for Graphic Designers SLO Modified: [04/21/2010]

Michael Cole's Team Members:

1. Michael Cole (x8984) ARTS

Additional Team members not on list/notes about team:

Michael Cole, Bill Nagel,

Additional Notes:

Outcomes:

Outcome 1: Statement Modified: []

The student will understand the range of business practices used by artists and designers in the visual communications industry today.

Outcome 2: Statement Modified: []

The student will demonstrate through directed laboratory exercises an understanding of pricing and marketing, salaries and trade customs, standard contracts, and new technology issues.

Assessment Cycle Records:

Outcome 1: Assessment Planning Modified: [05/28/2010]

Assessment Strategy Used:
Quarter: Spring 2010
Assessors: Michael Cole
Assessment Tools: Exams • Art Works or Products
Sections being assessed: 01

Outcome 1: Reflect & Enhance Modified: [04/02/2011]

Number of people involved in Phase III: 1

Changes:

Methods:
Portfolio assessment of directed laboratory exercises and periodic quiz's.

Summary:
Results are as expected.
There is always a small number of students with outstanding performance.
Improvement always includes staying current with art and design business practices in the field.
Students met my expectations for the course.

Enhancement (Part I):
Request periodic software upgrades.
Change course assignments and video tutorials accordingly.
Upgrade current video tutorials to reflect new software and course assignments.

Enhancement (Part II):
Software upgrades require periodic hardware (computer) upgrades.

Outcome 2: Assessment Planning Modified: [05/28/2010]

Assessment Strategy Used:
Quarter: Spring 2010
Assessors: Michael Cole
Assessment Tools: Art Works or Products
Sections being assessed: 01

Outcome 2: Reflect & Enhance Modified: [04/02/2011]

Number of people involved in Phase III: 1

Changes:

Methods:
Portfolio assessment of directed laboratory exercises and periodic quiz's.

Summary:
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[Number of Outcomes for ARTS 63: **2**]