

Assessment of Student Learning Department and Program Report

Please enter the appropriate information concerning your student learning assessment activities for this year.

Academic Year of Report: 2011-2012 College: CAH

Department ART Program: BA, BFA

1. What student learning outcomes were assessed this year, and why?

The Department of Art has four undergraduate degree programs, the BA Art, BA Visual Art Teaching, BFA Studio Art and BFA Graphic Design.

The department assessed the student learning outcome common to all four programs.

- “Students will produce a packet that includes a resume, artist statement and professional documentation of their work” (for studio art BFA and BA students)
- “Students will demonstrate knowledge of applying for a job” (for BA Visual Art Teaching students)
- “Students will be able to assemble a professional portfolio to show prospective employers” (for BFA Graphic Design students)

These learning outcomes were assessed because they are related directly to the Department’s goals:

- “To prepare students for significant roles in society as professional practitioners of visual arts, art educators and designers of visual art and associated media.”
- “To provide our students the opportunity to pursue graduate study in visual art on an equal footing with students who graduate from other art departments in the state and region.”

2. How were they assessed?

A) What methods were used?

All students enrolled in ART 495 the department’s capstone course specific to the three disciplines, Studio, Graphic Design and Visual Art Teaching took exit surveys. The other method of assessment is in the form of the final grade for these students in the ART 495 course. The grade basis used for this course is satisfactory/unsatisfactory. A grade of satisfactory indicates the student has successfully completed the course objectives.

B) Who was assessed?

All students enrolled as Bachelor of Fine Arts or Bachelor of Arts majors within the Department of Art.

C) When was it assessed?

Students enrolled under the Bachelor of Fine Arts and Bachelor of Arts programs with studio concentrations are assessed fall, winter, and spring quarters (depending on which quarter coincides with their projected date of graduation).

Students enrolled as Bachelor of Fine Arts with Graphic Design as their specialization are assessed spring quarter in preparation for their required program internship.

Students enrolled as Bachelor of Arts, Visual Arts Teaching majors are generally assessed winter quarter.

3. What was learned?

All students enrolled in all sections of ART495 successfully completed their required course objectives.

Studio Majors –

Nineteen graduating BA Art and BFA Studio students completed our 495 survey. This survey assessed several elements of our program including those related to our student learning outcomes; “Students will produce a packet that includes a resume, artist statement and professional documentation of their work” (BFA Studio, BA Art, BFA Graphic Design students) and “Students will demonstrate knowledge of applying for a job” (for BA Visual Art Teaching students)

In response to question #3.6, “Helped me create a professional packet that includes resume, artist statement and professional documentation of artistic work”, we found that a high majority (scale 1-4, 4 being the highest; average response was 3.42) of the respondents felt that they gained adequate skills in this area. The Art 495 course requires students to submit images of their work as well as a resume.

Our BFA degree is considered a professional degree; therefore developing proficiency in at least one of the studio areas is required. Assessment question #3.4 states “Provided an opportunity for me to create artwork at an advanced level of expertise”. Student response average was 3.47. This survey result demonstrates our studio students are very satisfied with level of competence they have achieved in the course of study at CWU. The department will continue to evaluate this learning outcome to ensure the level of proficiency remains competitive with our peer institutions.

Graphic Design-

Twenty-five graduating seniors completed our 495 exit survey for the B.F.A Graphic Design program. The Graphic Design exit survey assessed several elements of our program including those related to our student-learning outcome; “Students will be able to assemble a professional portfolio to show prospective employers”. The program provides several opportunities for graphic design students to showcase and develop their portfolio through outside critique. One example is AIGA “Reality Check”. Students travel to Seattle to present their portfolio and receive constructive feedback from experienced design professionals. Also, our B.F.A Graphic Design program requires students participate in an internship during the summer of their junior or senior year. When students were asked on the survey how they felt about the “...opportunities to participate in independent projects, internships, or community service,” with an average score of 2.72 (out of 4); as well as the “Opportunities for useful non-classroom experiences, with a score of 2.84, it is apparent that these specific program requirements are helping them acquire the skills to produce a

professional portfolio and prepare for future employment. The Graphic Design program will consider how to better improve these opportunities for students and our goal will be at least a score of 3 in all questions on the survey.

Visual Art Teaching –

Seven students were asked questions regarding their satisfaction with the Visual Art Teaching program. With a range of 1 to 4, with 4 being the highest, students ranked the quality of instruction and usefulness of texts and course materials with a 3.3; the context and structure of the courses with a 3.9; and the quality of the facilities and equipment with a 2.9. Having taken education courses in Black Hall students are used to better technological equipment than exists in Randall Hall. Students seem satisfied with the faculty members, degree requirements and would recommend CWU to others interested in the field. Visual Art Teaching majors put together a notebook demonstrating their knowledge and the skills to become a professional in their discipline. The exit survey asks students to respond to their being provided with information in program to be successful in compiling this information. The average to the nine questions asked were all above 3.3 with 4 being the highest. In response to the academic program enhancing their critical thinking skills, quantitative reasoning skills, written and oral communication skills students responded with a 3 or better out of 4 with 4 being the highest score possible. This exit survey suggest that students in the Visual Art Teaching program are satisfied overall with the program, but there is always room for improvement.

4. What will the department or program do as a result of that information?

Studio –

We are in the process of including several new learning and assessment tools to our BA Art and BFA Studio program. One change that has already taken place in this Fall's 495 class was the expansion of students 495 packet they submit. In the past, we had students submit digital images of their work along with their resume. In response to the below 3 average score of 2.84 on the "Written communication skills" on our program assessment, Gregg Schlanger required his Fall 2012 495 students to submit a complete employment packet. Within this packet students included a cover letter, artist statement, resume, references, digital portfolio and image list. This assignment is aimed to increase written communication skills and to teach students how to prepare the proper materials to gain employment, apply for an exhibition or grant opportunity, apply for graduate school, etc.

A major addition to our program will be the construction of a student gallery. Our plans are to turn our current faculty lounge into a student gallery for BFA students to mount a senior exhibition. This gallery will be an integral part of Art 495, teaching students exhibition design, gallery lighting and public relations. A senior exhibition will be one of the best assessments of the art program demonstrating the student's professional skills as an artist.

Visual Art Teaching –

Although the seven Visual Art Teaching students who took the exit survey ranked the program with averages of 3 or above out of 4 there is still room for improvement. Better equipment would be one area that could be improved. Regarding the results from the other questions asked, I think having students write suggestions for any questions they did not rank a 4 would be very helpful for improving the program. Therefore, the next time the survey is given I will ask students to do just that so that I have students' thoughts on how to improve the program.

Graphic Design-

It was very obvious during the assessment of our survey results that the B.F.A Graphic Design students felt dissatisfied when it came to the “Quality of facilities and equipment such as laboratories and studios.” Not one student “strongly agreed” that we are adequate in this area. We know from talking with our students that this was primarily due to our outdated software. Facing job employment on the horizon, it is difficult for our students to compete with others for a job when they are unable to master the current software necessary for professional designers. Fortunately, we were able to secure the current version of Adobe Creative Suites for our department beginning Winter quarter 2012 and will now be able to update the software as new editions are released. This is due to a university-wide site license being granted for Adobe Creative Suites. This will ensure that our students have the most up to date software available to them during their classes. Having this is imperative to attaining the necessary skill set to be competitive in the design job market.

As the field of graphic design continues to expand into interactive digital media, we added a sequence of courses in the Fall of 2012 focused on developing the skills of our students in this area. These courses, “Graphic Interface Design” I, II, and III reflect contemporary practices that students must. Students will now learn the necessary skills to design for digital interfaces, such as mobile devices and applications.

5. What did the department or program do in response to last year’s assessment information?

In response to last year’s assessment, in every program area, we edited and updated our Art 495 survey. This included updating questions that more consistently related to our current learner outcomes, as well as giving students an opportunity to assess more elements of our program. One example includes the addition of rating how their critical thinking, quantitative, written communication, and oral communication skills have developed through the course of their program. This also addressed concerns to better collect data for assessment.

The department has engaged in several discussions on curriculum revisions and has now begun to process of making major changes to our programs. These changes are reflective of past assessment information and our program review that was also conducted last year.

6. Questions or suggestions concerning Assessment of Student Learning at Central Washington University:

Art 495 Department of Art Program Results

Quarter/Year: Spring 2012 Professor: Stephen Robison Total number of respondents: 19

Scale Reference: See individual question

Degree program/Specialization:

BA	
BA Visual Arts	3
BFA Studio Art	16

Would you say that you are very satisfied, satisfied, dissatisfied, very dissatisfied, or no comment with each of the following elements as they relate to your major program? Scale 1-4

Rating	VS 4	S 3	DS 2	VD 1	No Comment 0	Average
Availability of classes	////=5 20	////////=6 18	////=5 10	//=2 2	/=1 0	51/19= 2.68
Overall quality of instruction	////////=7 28	/////////=10 30	/=1 2	0	/=1 0	61/19= 3.21
Usefulness of texts and course materials	////=5 20	/////////=10 30	///=4 8	0		58/19= 3.05
Access to faculty	////////=7 28	/////////=12 36	0	0		64/19= 3.36
Content and structure of the major	////=5 20	/////////=10 30	///=4 8	0		58/19= 3.05
Quality of advising about course work in your major	/////////=11 44	////=7 21	0	/=1 1		66/219= 3.47
Overall quality of assistance provided by the department	////////=7 28	/////////=11 33	0	0	/=1 0	62/19= 3.26
Opportunities for useful non-	///=4	////////=9	////=5	0	/=1	54/19= 2.84

classroom experiences	16	27	10			
Quality of facilities and equipment such as laboratories and studios	////////=8 32	/////6 18	////=5 10	0		60/19=2.06

Please indicate whether you strongly disagree, disagree, agree, strongly agree , or have no comment with each of the following statements? Scale 1-4

Rating	SA 4	A 3	D 2	SD 1	No Comment 0	Average
My major program was too difficult academically	0	//2 6	////////=14 28	//2 2	/1 0	36/19=1.89
Required courses were offered with reasonable frequency	0	////////=8 24	/////5 10	////6 6		40/19=2.10
Class sizes were appropriate	////= 6 24	////////= 12 36	/1 2	0		62/19=3.26
Faculty members were genuinely interested in my welfare	//////// =9 36	////////=9 27	/1 2	0		65/19=3.42
There were opportunities to participate in independent projects, internships, or community service	////= 7 28	////////=9 27	///3 6	0		61/19=3.21
Degree requirements were relevant to my professional goals	////5 20	////////=10 30	///4 8	0		58/19=3.05
I would recommend CWU to others who are interested in my field of study	////= 8 32	////////=7 21	///3 6	/1 1		60/19=3.15

On a scale of 1 to 4, with 1 being “not at all” and 4 being “a great deal,” please rate the degree in which your major program helped you in the following skill areas

My experience in my major program...

Rating	4	3	2	1	No Comment 0	Average
Provided me with knowledge of both Western and non-Western historical and contemporary visual arts	//2 8	////////=9 27	////=6 12	//2 2		49/19=3. 57
Provided me with a wide range of technical skills in the production of work contextualized within historical and contemporary visual arts	////=6 24	////////=1 0 30	///=3 6	0		60/19=3. 15
Provided an opportunity for me to participate in collaborative and team-led projects and activities	////=6 24	////////=9 18	///=4 8	0		50/19=2. 63
Provided an opportunity for me to create artwork at an advanced level of expertise	////////=1 0 40	////////=8 24	/=1 2	0		66/19=3. 47
Provided an opportunity for me to participate in student-led exhibitions of work both on campus and in the community (Only BFA)	////=5 20	////////=1 0 30	///=4 8	0		58/19=3. 05
Helped me create a professional packet that includes resume, artist statement and professional documentation of artistic work	////////=1 0 40	////=7 21	//2 4	0		65/19=3. 42
Helped me create professional networks and contacts at the local level or above (Only BFA)	////=6 24	////=5 15	///=4 8	///=3 3		50/19=2. 63

My academic program developed or enhanced my...

Rating	4	3	2	1	No Comm ent 0	Average
Critical thinking skills	/////////=11 44	/////=18	//=26	0		68/19=3. 57
Quantitative reasoning skills	/////////=32	/////////=10 30	/=12	0		64/19=3. 36
Written communication skills	//=312	/////////=10 30	/////=6 12	0		54/19=2. 84
Oral communication skills	/////////=36	/////=15	/////=48	/=11		60/19=3. 15
Leadership ability	/////////=28	/////=18	/////=6 12	0		58/19=3. 05

Art 495 Department of Art Program Results

Quarter/Year: Winter 2012

Total number of respondents: 7

Professor: Shari Stoddard

Scale reference: 1 (lowest) – 4 (highest)

1. Degree program/Specialization:

Visual Art Teaching	7
---------------------	---

2. How satisfied are you with each of the following elements in the Visual Art Teaching program in the Department of Art?

Rating	4	3	2	1	Average
Overall quality of instruction	2	4	0	0	3.3
Usefulness of texts and course materials	2	4	0	0	3.3
Content and structure of the courses	6	1	0	0	3.9
Quality of facilities and equipment	1	4	2	0	2.9

3. To what degree do you agree with each of the following statements?

Rating	4	3	2	1	Average
My major program was too difficult academically	0	0	1	5	1.2
Class sizes were appropriate	5	2	0	0	3.7
Faculty members were genuinely interested in my welfare	2	4	0	0	3.3
Degree requirements were relevant to my	2	5	0	0	3.3

professional goals					
I would recommend CWU to others who are interested in my field of study	2	4	0	0	3.3

4. On a scale of 1 to 4, with 1 being “not at all” and 4 being “a great deal,” please rate the degree in which your major program helped you in the following skill areas

My experience in my major program...

Rating	4	3	2	1	Average
Provided me with an opportunity to learn about the history of art education, children’s development in art, finding and utilizing resources, diversity, reflection, aesthetics, art history, art criticism, art production, visual culture, technology, creativity: and strategies for including these components into an art curriculum	4	2	1	0	3.4
Provided an opportunity for me to formulate my philosophy of teaching and my philosophy of teaching art in a written paper	5	2	0	0	3.7
Provided an opportunity for me to implement art curriculum, apply classroom management strategies, exhibit student artwork, and order art materials and supplies	3	4	0	0	3.4
Provided an opportunity to design an art classroom	4	2	1	0	3.4
Provided an opportunity to learn about current issues in art education	5	1	1	0	3.6
Provided me with an opportunity to learn about how to apply for a job	3	3	1	0	3.3
Provided me with an opportunity to become an active member in my profession	5	1	1	0	3.6
Required me to enroll in and pass studio, art history and education courses so that I might complete the Visual Art Teaching Program	5	0	1	0	3.7
Required me to pass the West-E test so that I might be certified in Visual Art Teaching K-12	5	1	1	0	3.6

My academic program developed or enhanced my...

Rating	4	3	2	1	Average
Critical thinking skills	4	2	1	0	3.4
Quantitative reasoning skills	1	4	1	0	3.0
Written communication skills	1	4	1	0	3.0
Oral communication skills	4	2	1	0	3.4
Leadership ability	3	3	1	0	3.3

Art 495 Graphic Design
Department of Art Program Results

Quarter/Year: Spring 2012 Professor: Glen Bach Total number of respondents: 25

Scale reference: See individual question

Would you say that you are very satisfied, satisfied, dissatisfied, very dissatisfied, or no comment with each of the following elements as they relate to your major program?

Rating	VS 4	S 3	D 2	VD 1	NC 0	Average
Availability of classes	///=4 16	//////////=11 33	////////=8 16	/=1 1	/=0 0	66/25= 2.64
Overall quality of instruction	/=1 4	//////////=18 57	///=3 6	//=2 2	/=1 0	69/25= 2.76
Usefulness of texts and course materials	///=3 12	//////////=16 48	///=4 8	/=1 1	/=1 0	69/25= 2.76
Access to faculty	///=4 16	//////////=13 39	////////=7 14	/=1 1		70/25= 2.8
Content and structure of the major	//=2 8	//////////=14 42	////=5 10	//=2 2	//=2 0	62/25= 2.48
Quality of advising about course work in your major	///=4 16	//////////=15 45	///=3 6	//=2 2	/=1 0	69/25= 2.76
Opportunities for useful non-classroom experiences	//=2 8	//////////=15 45	////=6 12	/=6 6	/=0 0	71/25= 2.84
Quality of facilities and equipment such as laboratories and studios	0	////////=10 30	////////=9 18	///=4 4	//=2 0	52/25= 2.08

Please indicate whether you strongly agree, agree, disagree, or strongly disagree with each of the following statements?

Rating	SA 4	A 3	D 2	SD 1	NC 0	Average
My major program was appropriately challenging	///=3 12	////////////////////=17 51	///=3 6	0	//=2 0	69/25= 2.76
Required courses were offered with reasonable frequency	0	////////=8 24	/////////=12 24	////=4 4	/=1 0	52/25= 2.08
Class sizes were appropriate	///=3 12	////////////////////=16 48	////=5 10	0	/=1 0	70/25= 2.8
Faculty members were genuinely interested in my welfare	////=5 20	/////////=10 30	////=5 10	///=3 3	//=2 0	63/25= 2.52
There were opportunities to participate in independent projects, internships, or community service	///=3 12	/////////=15 45	///=3 6	///=3 3	/=1 0	68/25= 2.72
Degree requirements were relevant to my professional goals	//=2 8	////////////////////=18 54	////=4 8	0	/=1 0	70/25= 2.8
I would recommend CWU to others who are interested in my field of study	/=1 4	/////////=10 30	/////////=7 14	////=6 6	//=2 0	54/25= 2.16
Quality of facilities and equipment	0	/////=6 18	/////=7 14	/////=7 7	////=5 0	39/25= 1.56

On a scale of 0 to 3, with 0 being “not at all” and 3 being “a great deal,” please rate the degree to which your program helped you in the following skill areas by circling the number that most closely corresponds to your view.

Rating	A Great Deal 3	Somewhat 2	A Little 1	Not At All 0	No Comment 0	Average
Critical thinking skills	/////////=11 33	/////////=10 20	////=4 4	0		57/25= 2.28

Written communication skills	//=2 6	//////////=14 28	//////=6 6	///=3 0		40/25=1.6
Oral communication skills	//////////=13 39	//////////=9 18	//=2 2	/=1 0		59/25=2.3 6
Leadership ability	////////=8 16	//////////=11 22	////=4 4	//=2 0		42/25=1.6 8

My experience in my major program:

Rating	A Great Deal 3	Somewhat 2	A Little 1	Not At All 0	No Comment 0	Average
Taught me with examples of historical antecedents and contemporary examples of visual communications	//////////=10 30	//////////=1 0 20	////=4 4	/=1 0		54/25=2.1 6
Provided an opportunity for me to apply basic design principles such as unity, harmony, contrast, repetition, variety, emphasis, balance, proportion, functionality, proximity, etc in the creation of projects	//////////=1 4 42	////////=7 14	////=4 4			60/25=2.4
Provided guidance in recognizing and applying contemporary typesetting practices	////////=8 24	//////////=1 1 22	////=5 5	/=1 0		51/25=2.0 4
Gave me opportunities to use industry tools to create and produce graphic design projects	////////=9 18	//////////=8 16	////=5 5	///=3 0		39/25=1.5 6
Helped me assemble a professional portfolio of my design projects	////////=7 21	//////////=1 1 22	////=5 5	//=2 0		48/25=1.9 2