

# DIGITAL ARTS & MEDIA DESIGN

## Web Design Major

### ASSESSMENT OF STUDENT LEARNING

Measures	Gen Ed #1	Gen Ed #2	Gen Ed #3	Gen Ed #4	Gen Ed #5	Program Outcome #1	Program Outcome #2	Program Outcome #3	Program Outcome #4	Program Outcome #5	Program Outcome #6
E-portfolio	X		X			X	X	X	X	X	X
CAAP	X	X									
Student Satisfaction Survey	X	X	X								
Advisory Board Survey	X	X	X								
<i>DMT 1020 Web Design I</i>	X		X		X	X	X				
<i>DMT 2100 Web Design II</i>	X					X	X	X	X		
<i>DMT 1010 Intro to MM</i>	X									X	X
<i>DMT 2020 Digital Creation &amp; Editing</i>	X					X				X	
<i>DMT 2010 Dig Vid Editing</i>	X						X			X	X
<i>DMT 2600 Capstone</i>	X	X	X	X	X	X	X	X	X	X	X

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## **PROGRAM OUTCOMES AND GOALS**

1. Demonstrate ability to create a simple website with links, graphics, tables.
2. Demonstrate ability to create a website with scripting components.
3. Demonstrate ability to create a website with CGI scripts.
4. Demonstrate ability to create a dynamic website with access to an online database- having add, delete and change capabilities to all records.
5. Demonstrate ability to create and edit graphics both in photographic and drawn formats.
6. Demonstrate ability to create interactive content pieces using leading authoring software.

## GENERAL EDUCATION LEARNING OUTCOMES

1. **Communicate effectively**
2. **Evaluate arguments in a logical fashion**—Competence in analysis and logical argument are explicit learning goals for most general education programs, although these skills go by a variety of names (e.g., critical thinking, analysis, logical thinking, etc.). **Students will be able to demonstrate competence in problem solving in communication, mathematics, and in team settings.**
3. **Demonstrate an understanding of cultural differences and the knowledge of how to work effectively in a global and diverse culture and society.**
  
4. **Employ the methods of inquiry characteristic of natural sciences, social sciences, mathematics, and the arts and humanities;** general education introduces students to methods of inquiry in several fields of study and thereby prepares students to integrate information from different disciplines.
5. **Engage in our democratic society**—one of the overarching goals of general education is to prepare students to be active and informed citizens; the development of a disposition to participate in and contribute to our democracy is of equal importance to the goal of having the skills to do so intelligently.

**Learning Outcomes 1-3 will be measured for all students** through the CAAP assessment (Writing, Mathematics, and Critical Thinking) and through the e-portfolio (Writing and Cultural Diversity). Outcomes 1 and 2 will also be assessed through course and program assessment for applied degree programs.

**Learning Outcomes 1-5 will be assessed in specific courses included in the Transfer Module.**