Program Assessment

2019-2020

Fine Arts

Digital Media and Design	
Date	5/20/2019
Competency # and Description	1. Create an interactive portfolio that applies to work force skills.
Course	DMAD 2383 – Multimedia Project
Activity	Interactive demonstration reel of assorted skills
Measurement (attached copy of instrument with point distribution)	Students will be able to demonstrate all of the components that make up a multimedia project, including how to model, texture, animate, tweak and render.
Evaluation Criteria	Students must score a 70 or higher to be considered as successfully completing the assignment. Refer to the Scoring System for Multimedia Assessment for specific ranges used for grading.
Previous Results	N/A
2018-2019 Results	DMAD 2383 – 9 of 9 completed the assignment to the required specifications
Summary of previous changes	N/A
Recommendation of changes for 2019-2020	No changes needed at this time
Timeline for Review	Fall/spring data will be collected and reviewed in the spring and instructors from all campuses will determine needed adjustments.

Date	5/24/2017
Competency # and Description	2. Design advanced Motion Graphics for commercial advertising
Course	DMAD 2313 – Motion Graphics I DMAD 2373 – Motion Graphics II
Activity	DMAD 2313 - Web and Broadcast Commercial Spots DMAD 2373 - Web and Broadcast Commercial Spots
Measurement (attached copy of instrument with point distribution)	DMAD 2313 - Students will be able to demonstrate the proper methods of using Motion Graphics for Spot Advertising DMAD 2373 - Students will be able to demonstrate the proper methods of incorporating 3D into After Effects for creating advanced Motion Graphics
Evaluation Criteria	Students must score a 70 or higher to be considered as successfully completing the assignment. Refer to the Scoring System for Motion Graphic Assessment for specific ranges used for grading.

Previous Results	N/A
2016-2017 Results	DMAD 2313 – 10 of 11 completed the assignment to the required specifications DMAD 2373 – 9 of 11 completed the assignment to the required specifications
Summary of previous changes	N/A
Recommendation of changes for 2017-2018	No changes needed at this time
Timeline for Review	Fall/spring data will be collected and reviewed in the spring and instructors from all campuses will determine needed adjustments.

Date	May 17, 2017
Competency # and Description	3. Create assets for gaming.
Course	DMAD 2323 - 3D Animation II – Maya DMAD 2343 – Texturing DMAD 2333 – 3D Animation III - Maya
Activity	Environmental projects
Measurement (attached copy of instrument with point distribution)	DMAD 2323 - Students will be able to demonstrate how to model low polygonal surfaces with a poly budget. DMAD 2343 - Students will be able to demonstrate how to texture 3D assets using multiple methods for different modeled objects. DMAD 2333 - Students will create a physical simulation using nDynamics with collision objects.
Evaluation Criteria	Students must score a 70 or higher to be considered as successfully completing the assignment. Refer to the Scoring System for Environment and Texturing Assessment for specific ranges used for grading.
Previous Results	N/A
2017-2018 Results	DMAD 2323- 14 assessed with 13 passing DMAD 2343- 14 assessed with 13 passing DMAD 2333- 14 assessed with 14 passing
Summary of previous changes	N/A
Recommendation of changes for 2018-2019	No changes need at this time.
Timeline for Review	Fall/spring data will be collected and reviewed in the spring and instructors from all campuses will determine needed adjustments.

Date	**5/30/2018**
Competency # and Description	4. Produce simulated visual effects for video and film production.
Course	DMAD 2353 – Digital Video II – Post-Prod DMAD 2373 – Motion Graphics II

Activity	DMAD 2353 – Light, Shoot, and Key out Green Screen DMAD 2373 – Create dynamic simulations using C4D in After Effects
Measurement (attached copy of instrument with point distribution)	DMAD 2353 – Students will be able to demonstrate how to properly use Green Screen for Visual Effects DMAD 2373 –Students will be able to demonstrate the process for creating Dynamic Simulations for Visual Effects
Evaluation Criteria	DMAD 2353 – Students must score a 70 or higher to be considered as successfully completing the assignment. Refer to the Scoring System for DV ll Assessment for specific ranges used for grading DMAD 2373 - Students must score a 70 or higher to be considered as successfully completing the assignment. Refer to the Scoring System for DV ll Assessment for specific ranges used for grading
Previous Results	N/A
2017-2018 Results	DMAD 2353 – 9 of 10 completed the assignment to the required specifications DMAD 2373 – 9 of 10 completed the assignment to the required specifications
Summary of previous changes	N/A
Recommendation of changes for 2018-2019	No changes needed at this time
Timeline for Review	Fall/spring data will be collected and reviewed in the spring and instructors from all campuses will determine needed adjustments.

Date	**Spring 2020**
Competency # and Description	5. Create projects with emerging media.
Course	DMAD 2393 – Emerging New Media
Activity	Drone launch and footage capture
Measurement (attached copy of instrument with point distribution)	Students will be able to demonstrate the visual components of commercial production using several points of view and high altitude video elements.
Evaluation Criteria	Students must score a 70 or higher to be considered as successfully completing the assignment. Refer to the Scoring System for Multimedia Assessment for specific ranges used for grading.
Previous Results	N/A
2019-2020 Results	
Summary of previous changes	N/A
Recommendation for changes for 2020-2021	
Timeline for Review	Fall/spring data will be collected and reviewed in the spring and instructors from all campuses will determine needed adjustments.

Summary of Program and Divisional Changes	
2016-2017	Introduced two (2) new courses 1. DMAD 1243 Intro to Game Development ~ This course was created to introduce the students to industry gaming concepts and skills needed for environmental and asset creation for game engines. 2. DMAD 2393 Emerging New Media ~ This course was created to allow students to implement cutting-edge, conceptualization and visualization for new industry innovations.
2017-2018	This year we dropped two technical core DMAD classes and replaced them with two gen ed classes (Digital Finance and a Humanities Elective). DMAD also released an Adjunct Faculty (budget cuts) which leaving a single instructor to teach both intro and advanced classes. I have spent a lot of time giving presentations on the DMAD program by visiting several high schools and middle schools. I have also set up booths at several specific conferences in order to recruit students and promote the program and the college as a whole. I have also reached out to all of the technical schools in Oklahoma to let them know about transferring students from their pre-college program into our two-year program.
2018-2019	The students have very well received the changes from the 2017-2018 Academic year. Would like to get more recruitment for the program but I can only be in so many places at a time.
2019-2020	

Recommendations for Program Changes	
2017-2018	Removal of DMAD 1223 Intermediate Web Design Web Design has become more user friendly because of the latest software release. A majority are using Bootstrap which makes it easier without the knowledge of writing complex code like HTML and CSS. Removal of DMAD 2363 DVD Authoring DVD are a dying breed. This class was created to help the students create a hard copy of their demo reel / portfolio. Employers no longer require DVD portfolio's and are now requesting an online portfolio link from the students Vimeo Channel.
2018-2019	Continue to increase enrollment by recruiting efforts.
2019-2020	I continue to give presentations on the DMAD program by visiting several technical schools, high schools and middle schools. I have also given presentations to GEAR UP, Noon Lions, and the Leadership groups of OKC and Kay County, thus promoting the program and the college as a whole.

2020-2021	

Fine Arts

			Program Level Outcomes Timeline			
Program Objectives – Digital Media and Design	Course Map	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
1. Create an interactive portfolio that applies to work force skills.	DMAD 2383				X	
2. Design advanced Motion Graphics for commercial advertising pipelines.	DMAD 2313 DMAD 2373		X			
3. Create assets for gaming.	DMAD 2323 DMAD 2343 DMAD 2333	X				
4. Produce simulated visual effects for video and film production.	DMAD 2353 DMAD 2373			X		
5. Create projects with emerging media	DMAD 2393					X