

Program Assessment

2020-2021

Fine Arts

Digital Media and Design	
Date	05/01/2021
Competency # and Description	1. Create an interactive portfolio that applies to work force skills.
Course	DMAD 2382 – 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
2019-2020 Results	8 of 10 completed the required specifications
2020-2021 Results	8 of 10 completed the required specifications
Summary of previous changes	N/A
Recommendation of changes for 2019-2020	No changes needed at this time
Recommendation of changes for 2020-2021	It was a tough time trying to teach the creative process for portfolios through Zoom. This is a hands-on learning experience and not very Zoom friendly.
Recommendation of changes for 2021-2022	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	5/1/2021
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
2019-2020 Results	DMAD 2313 – 10 of 10 completed the assignment to the required specifications DMAD 2373 – 9 of 10 completed the assignment to the required specifications
2020-2021 Results	DMAD 2313 – 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 2017-2018	No changes needed at this time
Recommendation of changes for 2020-2021	No changes required at this time.
Recommendation of changes for 2021-2022	No changes required 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	05/01/2021
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
2019-2020 Results	DMAD 2323- 10 assessed with 10 passing DMAD 2343- 10 assessed with 10 passing DMAD 2333- 10 assessed with 9 passing
2020-2021 Results	DMAD 2323- 10 assessed with 9 passing DMAD 2343- 10 assessed with 9 passing DMAD 2333- 10 assessed with 9 passing
Summary of previous changes	N/A
Recommendation of changes for 2018-2019	No changes needed at this time.
Recommendation of changes for 2020-2021	No changes required at this time.
Recommendation of changes for 2021-2022	No changes required 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	5/1/2021
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 II 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 II 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
2019-2020 Results	DMAD 2353 – 8 of 10 completed the assignment to the required specifications DMAD 2373 – 9 of 10 completed the assignment to the required specifications
2020-2021 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
Recommendation of changes for 2020-2021	It was a rough to learn the creative process for Green Screen and V/FX through Zoom. Setting up the shots, green screen, lighting, etc is a heavy hands-on learning experience and not Zoom friendly at all.
Recommendation of changes for 2021-2022	No changes required 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	05/01/2021
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	10 of 10 completed the assignment to the required specifications
2020-2021 Results	9 of 10 completed the assignment to the required specifications
Summary of previous changes	N/A
Recommendation for changes for 2020-2021	No changes at the moment.
Recommendation of changes for 2021-2022	Will need a new drone and a required fix of the 3D Printer.
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	<p>Introduced two (2) new courses</p> <ol style="list-style-type: none"> 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	<p>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.</p> <p>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.</p>
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	More recruitment is needed for this State-of-the-Art Digital media Program. COVID hit my ability for me to go visit schools and trade shows specifically for schools.
2020-2021	More recruitment is needed for the DMAD Program. COVID protocols throughout the state have made visitation to high schools and trade schools very difficult / non-existent.

Recommendations for Program Changes	
2017-2018	<p>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.</p> <p>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.</p>
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	Budget cuts have hit us all hard lately. I do need to update the Teachers computer in the lab and in the office.
2021-2022	Need to update the monitors in the lab. Teachers station and office computers need to be replaced.

Fine Arts

Program Level Outcomes Timeline						
Program Objectives – Digital Media and Design	Course Map	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025

1. Create an interactive portfolio that applies to work force skills.	DMAD 2382	X	X	X	X	X
2. Design advanced Motion Graphics for commercial advertising pipelines.	DMAD 2313 DMAD 2373	X	X	X	X	X
3. Create assets for gaming.	DMAD 2323 DMAD 2343 DMAD 2333	X	X	X	X	X
4. Produce simulated visual effects for video and film production.	DMAD 2353 DMAD 2373	X	X	X	X	X
5. Create projects with emerging media	DMAD 2393	X	X	X	X	X