

San Antonio College

INSTITUTIONAL EFFECTIVENESS UNIT REVIEW ADDENDUM

DEGREE/CERTIFICATE AND CONCENTRATIONS PROGRAM LEARNING OUTCOMES & MEASURES

San Antonio College

Degree or Certificate Program and Concentrations

Learning Outcomes & Measures

Date: November 29, 2005

Division: College of Arts & Sciences

Dean: William Richardson

Department/Discipline: Visual Arts & Technology – Graphic Arts

Chair/Director: Richard Arredondo

Building Name and Room: Visual Arts Center room 222E

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I. Degree, Certificates or Concentration or Unit in Support of:

Associate of Applied Science Degree in Graphic Arts

II. Expected Program/Unit Learning Outcomes:

Upon completion of the course work required for the Associate of Applied Science degree in Graphic Arts, the student :

- will have produced a print or electronic portfolio of work for an entry level job in print, interactive or sequential graphics.
- will be able to analyze and interpret print and electronic graphics in verbal and written form.
- will be able to verbalize about graphic arts utilizing the appropriate visual arts terminology.
- will be able to interpret and incorporate formal elements of design into their graphic work.
- will have achieved a proficient level of competency in the use of industry hardware and software.

III. Measures of Program/Unit Learning Outcomes:

- A formal Portfolio Review evaluation by all of the Graphic Arts Program faculty.
- Written exams focusing on the visual language of print, interactive or sequential graphics corresponding to SCANS competency-based criteria
- Oral class critiques of final drafts of print, interactive or sequential graphics.

- Final evaluation of individual class projects based on SCANS competency-based criteria
- The number of Cooperative Education collaborations with employers
- The number of graduates rated by the THECB

IV. List of Courses in Degree, Certificate or Concentration Program or Unit in Support of:

- ARTC 1325 Introduction to Computer Graphics
- ARTC 1327 Typography
- ARTC 1321 Illustration Techniques
- ARTC 2305 Digital Painting & Imaging
- ARTC 2311 History of Communication Graphics
- ARTC 1317 Design Communication I
- ARTC 1349 Art Direction
- ARTC 1301 Basic Animation
- ARTC 1341 3D Animation I
- ARTC 2341 3D Animation II
- ARTC 2347 Design Communication II
- IMED 1316 Web Design I
- IMED 1305 Multimedia Authoring I
- IMED 2305 Multimedia Authoring II
- IMED 2315 Web Page Design II
- IMED 1351 Digital Video
- IMED 1380 Cooperative Education
- IMED 2311 Portfolio

A. To ensure that our unit reaches these goals, our faculty members pursue the following outcomes.

- Establish networks with the professional business community to provide for service learning projects and cooperative education opportunities.
- Courses comply with directives of the Texas Higher Education Coordinating Board with regard to the WECM and the SCANS Competencies.
- Course offerings are reinforced by providing a healthy, secure and well-equipped state-of-the-art technology learning environment to facilitate the working skills as demanded by the rapidly evolving industry.
- Graphic Arts Curriculum is continually being reviewed to insure that students are prepared to qualify for entry-level positions in the business community.

B. To achieve these program/unit outcomes, the Graphic Arts Program employs the following strategies:

- Offer courses incorporating Service Learning
- Seek out opportunities for student internships in the industry
- Seek the advice of the Professional Advisory committee to keep abreast of the Graphic Arts field.

- Adhere to the WECM course requirements
- Implement the SCANS competencies in the degree program syllabi
- Students enter graphic arts competitions

V. Department Faculty and Staff (name and title)

Chair: Richard Arredondo

Full-Time

Richard Arredondo, Professor
 Joel Knocke, Associate Professor
 Brook Rosser, Assistant Professor
 Matthew Fulmer, Instructor
 Liu Qing, Instructor

Part-Time

Scott Cooper, Instructor
 Steven Villarreal, Instructor
 Berne Smith, Instructor
 Jannette Morales, Instructor
 Estevan Arredondo, Instructor
 Steven Simpson, Instructor
 Rory Garcia, Instructor
 Barbara Nowak, Instructor
 Gregory Abbott, Instructor
 Veronica Knocke, Instructor
 Roland Murillo, Instructor

APPROVED: _____ **Date:** _____
 (Signature of Dean)

Previous Five Year Review Assessments:

The Graphic Arts five Year Program Review Recommendations are related to departmental operations (facilities, equipment, budget and human resources) and not academic related.