

2010-2011 Assessment Cycle (2010-2011Assessment Cycle)

## Assessment Plan

### Mission Statement

### Learning Outcomes and Measures

## Communication Art and Design Outcome Set

### Learning Outcome

Demonstrate design terminology and concepts

Undertand general advertising design industry terminology and concepts

▼ Measure: Skills USA/PrintED Advertising and Desing

Program level: Direct - Exam

Details/Description:

Acceptable Target: national average

Ideal Target: > national average

Implementation Plan (timeline): Spring 11

Key/Responsible Personnel:

Demonstrate mechanical skills

Demonstrate mechanical skills by re-creating a given advertisement/design on the computer within a specified amount of time

▼ Measure: Skills USA/PrintED Advertising and Desing

Program level: Direct - Exam

Details/Description:

Acceptable Target: national average

Ideal Target: > national average

Implementation Plan (timeline): Spring 11

Key/Responsible Personnel:

▼ Measure: Skills USA/PrintED Advertising and Desing

Program level: Direct - Exam

Details/Description:

Acceptable Target: national average

Ideal Target: > national average

Implementation Plan (timeline): Spring 11

Key/Responsible Personnel:

Demonstrate effective page layout

▼ Measure: Skills USA/PrintED Advertising and Desing

Program level: Direct - Exam

Details/Description:

Acceptable Target: national average

Ideal Target: > national average

Implementation Plan (timeline): Spring 11

Key/Responsible Personnel:

Demonstrate the ability to complete image capture

▼ Measure: Skills USA/PrintED Advertising and Desing

Program level: Direct - Exam

Details/Description:  
Acceptable Target: national average  
Ideal Target: > national average  
Implementation Plan (timeline): Spring 11  
Key/Responsible Personnel:

Demonstrate Digital Illustration

▼ Measure: Skills USA/PrintED Advertising and Desing  
Program level: Direct - Exam

Details/Description:  
Acceptable Target: national average  
Ideal Target: > national average  
Implementation Plan (timeline): Spring 11  
Key/Responsible Personnel:

Understand type as it applies to advertizing and design

▼ Measure: Skills USA/PrintED Advertising and Desing  
Program level: Direct - Exam

Details/Description:  
Acceptable Target: national average  
Ideal Target: > national average  
Implementation Plan (timeline): Spring 11  
Key/Responsible Personnel:

Last Modified: 06/23/2011 03:12:07 PM CDT