

## **NEW MEDIA, ART, & TECHNOLOGY ASSESSMENT PLAN FOR 2016-2021**

(Valid for BA and BFA degrees—the plan to discontinue the BS degree and change the tracks/concentrations for the BA and BFA in NMAT is in progress)

**Date of Plan:** 12/2016

**Assessment Coordinator:** Minda Douglas, Chair of New Media, Art, and Technology

### **I. MISSION**

New Media, Art, & Technology is a program that prepares students to be critical, adaptive, inquisitive, effective, and creative thinkers, communicators, problem-solvers and creators, able to succeed as relevant professionals in a multitude of established and emerging fields.

### **II. PROGRAM GOALS AND STUDENT LEARNING OUTCOMES**

These are the new Goals and Learning Outcomes for NMAT starting January 2017.

#### **Goal 1**

Students can demonstrate New Media, Art, and Technology (NMAT) core foundation knowledge

##### **Outcome 1**

Students can synthesize multiple concepts learned in the NMAT core foundation across a variety of materials and processes

##### **Component 1 (1.1.1)**

Students will be able to apply basic design principles to solve art/design challenges

##### **Component 2 (1.1.2)**

Students will be able to properly utilize materials and processes to solve art/design challenges

##### **Component 3 (1.1.3)**

Students will be able to apply concepts to their art/design projects

#### **Courses tied to Goal 1:**

(courses from new core foundation changes 2016) NMAT F101, NMAT F102, NMAT F103, NMAT F201, NMAT F202, NMAT F203, NMAT F250,

(courses from core foundation prior to 2016 changes) NMAT S100, NMAT S200, NMAT D216, NMAT S110, NMAT S112, NMAT S322, NMAT W201, NMAT W235

## **Goal 2**

Students can demonstrate knowledge of historical and contemporary art/theory/philosophy related to the field of new media/art/design

### **Outcome 1**

Students will be able to interpret major theories/philosophies related to new media/art/design

#### **Component 1 (2.1.1)**

Students demonstrate an ability to describe the content theories/philosophies accurately

#### **Component 2 (2.1.2)**

Students demonstrate an ability to make connections and contrasts between the theories/philosophies learned in the course

### **Outcome 2**

Students will be able to analyze work from various perspectives based in historical and contemporary art/design

#### **Component 1 (2.2.1)**

Students will formulate responses to work based in historical and contemporary art/design

### **Courses tied to Goal 2:**

NMAT G405 Concepts and Images, PHIL P346 Philosophy of Art, all FINA-A courses, NMAT-H258 History of Graphic Design, NMAT-G411 New Media Theory

## **Goal 3**

Students can apply core foundation knowledge and theory to upper level art/design courses within their area(s) of interest

### **Outcome 1 (3.1)**

Students will be able apply knowledge of core design principles to upper level projects

### **Courses tied to Outcome 1:**

300 and 400 level NMAT W/S/D courses, and 200 level NMAT W/S/D courses that are apart of the core foundations

### **Outcome 2 (3.2)**

Students will be able to establish a conceptual basis for their work on upper level projects

Courses tied to Outcome 2:

300 and 400 level NMAT W/S/D courses, and 200 level NMAT W/S/D courses that are apart of the core foundations

**Outcome 3 (3.3)**

Students will be able to demonstrate the ability to conduct and apply design method in a client/organization context

**Courses tied to Outcome 3:**

NMAT G398 Internship in New Media, Art, and Technology, NMAT D277 Graphic Design Production & Practice, NMAT D377 Graphic Design Production and Practice

**Goal 4:**

Students can demonstrate a culmination of New Media, Art, and Technology (NMAT) concepts in the Program Capstone

**Outcome 1**

Students will be able to apply major concepts of New Media, Art, and Technology to their own work

**Component 1 (4.1.1)**

Students can effectively communicate design/creative agenda

**Component 2 (4.1.2)**

Students can create an industry-standard portfolio suitable for concentration

**Component 3 (4.1.3)**

Students can organize an industry-standard exhibit/presentation of their work

**Courses tied to Goal 4:**

NMAT G491 Senior Seminar, NMAT G499 Senior Thesis Capstone (going through remonstrance December 2016)

III. Assessment planned for 2017-2021

We plan to assess the following goals according to this schedule:

2017: Goal 4

Justification: Assessment of the Senior Capstone one more year to see where the weaknesses of the whole program lie.

Program Review: Scheduled for 2017-18.

2018: Goal 1

Justification: Assessment of the new core foundations after its first full year

2019: Goals 2 and 3

Justification: Assessment of the application of the core foundations and theory/philosophy/art and design history in the upper level courses

2020: Goal 4

Justification: Assessment of the senior capstone again to begin to see some of the results from the new core foundations and KEY initiative

2021: Goals 1

Justification: Assessment of core foundations program after it has been in use for 4 years

\*NMAT faculty will meet annually to review the assessment plan and to decide which courses will be assessed for each goal, and which outcome(s) will be assessed for each of those courses.



<b>Outcome 2: Students will be able to analyze work from various perspectives based in historical and contemporary art/design</b>																
<b>Component 1:</b> Students will formulate responses to work based in historical and contemporary art/design				A B E F G	A B E F G H	A B E F G	A B E F G	A B E F G								
<b>Goal 3: Students can apply core foundation knowledge and theory to upper level art/design courses within their area(s) of interest</b>																
<b>Outcome 1:</b> Students will be able to apply knowledge of core design principles to upper level projects													D E F G	D E F G		D E F G
<b>Outcome 2:</b> Students will be able to establish a conceptual basis for their work on upper level projects													D E F G	D E F G		D E F G
<b>Outcome 3:</b> Students will be able to demonstrate the ability to conduct and apply design method in a client/organization context																D E F G
<b>Goal 4: Students can demonstrate a culmination of New Media, Art, and Technology (NMAT) concepts in the Program Capstone</b>																
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<b>Component 1:</b> Students can effectively communicate design/creative agenda															D E F G	
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<b>Component 3:</b> Students can organize an industry-standard exhibit/presentation of their work																D E F H
4A – Papers; B – Exams/Quizzes; C – Essays D – Portfolios; E – Research/Inquiry; F – Presentations; G – Critical Readings/Discussions; H – Service Learning/Experiential Learning; I – Case Study/Vignette Analysis; J – Field Performance/Clinical; K – Other(specify)																