

# New Media, Art, and Technology (NMAT) Assessment Report 2016

## Name of Academic Unit

New Media, Art, and Technology (NMAT)

## Assessment Coordinator

Minda Douglas, Chair of New Media, Art, and Technology

## Reporting Cycle

2016

## Learning Outcomes Reported

1. Students will be able to demonstrate the ability to conduct and apply design method to the problem-solving process that accomplishes a project at an industry-standard level.
  - A. Students can effectively communicate design/creative agenda.
  - B. Students can create industry-standard portfolio suitable for concentration.

The NMAT faculty jury used the following rubric.

<b>Objects</b>	<b>Fails to Meet Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>
<b>Can effectively communicate design/creative agenda</b>	Student does not demonstrate an ability to effectively communicate design agenda	Student demonstrates an ability to effectively communicate design agenda	Student demonstrates mastery of design agenda communication
<b>Can create industry-standard portfolio suitable for concentration</b>	Student does not demonstrate an ability to complete portfolio at an industry-standard level	Student demonstrates an ability to complete portfolio at an industry-standard level	Student demonstrates mastery of industry-standard level portfolio completion

Benchmark: It will be acceptable for 85% of students to achieve at least meet expectations in the above components.

## I. Assessment Methods

Outcome 1.1 was assessed as described above. Seventeen seniors from the New Media, Art, & Technology major, Fine Arts major, and New Media major were in the course. The course's juried portfolio presentation, which concluded the course, was used for assessment.

## II. Discussion of Results

Object 1: *Can effectively communicate design agenda*

### **82% met or exceeded expectations**

- 12 of 17 students (71%) met expectations
- 2 of 17 students (11%) exceeded expectations
- 3 of 17 students (18%) failed to meet expectations

Object 2: *Can create industry-standard portfolio suitable for concentration*

### **82% met or exceeded expectations**

- 6 of 17 students (35%) met expectations
- 8 of 17 students (47%) exceeded expectations
- 3 of 17 students (18%) failed to meet expectations

After the 2015 merger of Fine Arts and New Media Communications programs into New Media, Art, & Technology, the student sampling in this assessment includes both the students who had previously enrolled in the New Media Communications-specific section of Senior Seminar and the Fine Arts Senior Thesis Capstone. It is the first senior group which includes students from all concentrations.

82% students were able to effectively communicate their design agenda, but only 11% exceeded those expectations. 82% were to create an industry-standard portfolio suitable for their concentration and appropriate to their career goals, including 47% exceeding those expectations.

## III. Program Change

Since our benchmark of 85% of higher meet or exceed expectations, we were slightly below that mark at 82%. We will continue to monitor and work to increase the quality of the final portfolio and presentation. The ability to create an industry-standard portfolio suitable for career goals and concentration relies on an understanding and use of the creative process: a multi-phase process that involves research, comprehension, ideation, experimentation, and refinement. We will continue to monitor this and to ensure that these skills are well supported throughout the curriculum.

## IV. Dissemination

The results will be summarized and posted on the Web. Our summary will be as follows:

“During the 2015-2016 academic year, the New Media, Art, & Technology degree program assessed students in Outcome 1: *Students will be able to demonstrate the ability to conduct*

*and apply design method to the problem-solving process that accomplishes a project at an industry-standard level. 82% students were able to effectively communicate their design/creative agenda and 82% were able to create an industry-standard portfolio suitable for their concentration and appropriate to their career goals.”*