

# AAS: Photography: Commercial Photography AY2014- AY2016 Program Assessment Plan

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## Current Program Outcomes

### Graduates of this program will be able to:

1. Demonstrate mastery of film and digital camera systems both inside and outside the studio to produce commercially viable images.
2. Use supplemental lighting systems and controls to make effective images.
3. Understand and produce commercial images in the areas of Portraiture, Weddings, Sports, Editorial, Product, Forensic, and Photojournalism.
4. Process images using Photoshop, and produce prints using digital printers.

## Proposed changes to Program Outcomes:

### Graduates of this program will be able to:

1. Produce professional quality commercial images using digital camera systems.
2. Create studio and location lighting schemes based upon client specifications.
3. Employ Digital Asset Management workflows for image inventory.
4. Produce professional quality marketing materials suitable for a commercial photographic business.
5. Produce a photographic portfolio exemplifying skills in at least one of the following areas: Portraiture, Studio Product, Wedding, Editorial, Sports and Entertainment, Photojournalism, Forensics, and Fashion.

## Direct measure of learning:

Currently, the direct measure of student learning for this program will occur in a portfolio course (PHO 288), which will be used as a capstone and implemented in Fall 2015. In addition to affording the opportunity for students to utilizing the industry standard when showcasing commercial photography skills to potential employers, students will receive an assessment from industry professionals of their portfolio and any marketing materials they create. The program degree outcomes will be used as the standards and criteria for the course. Industry professionals will use a rubric based upon the program outcomes to score materials presented by students. The scores earned by the students will be used to assess program effectiveness.

# Assessment Action Plan

## Previous year: 2012-2013:

1. Program outcomes were reviewed, and updated
2. The direct measure of program outcomes was identified by using a 3-credit capstone course PHO 288B.
3. The MT Department assessment committee consists of the following members: Randy Becker, Ed Kanet, and John Aliano.

## AY 1: 2013-2014

1. Create Rubric for Program Assessment during Spring 2014 in lieu of an annual report. (That is, we will submit a Rubric that has no data in it.)
2. Divide the courses that contribute to the program into three groups for scheduling of outcomes review.

## AY 2: 2014-2015

1. Pilot the direct measure of learning in the fall
  - a. Compile gathered data resulting from the direct measure
  - b. Assess the direct measure
    - i. Does the capstone measure learning of the program outcomes?
    - ii. Does the rubric provide the data for each program outcome?
    - iii. Does the rubric differentiate between each rating?
  - c. Revise and standardize the capstone and rubric to measure program outcomes for spring implementation.
2. Assess student learning of program outcomes data from the capstone in the spring.
3. Submit Annual Report using the rubric as the report (data will be placed into the rubric) and add recommended opportunities on the bottom in bullet format by June 2015. Optional: Record strengths in bullet format.
4. Review the course outcomes of one-third of the courses: PHO 101, 102, 103, 106, 109, 112, 120, 125, 128, 131, 136, 141.

## AY 3: 2015-2016

1. Submit Annual Report using the rubric as the report (data will be placed into the report) and add recommended opportunities on the bottom in bullet format by June 2016. Optional: Record strengths in bullet format.
2. Review one-third of the courses: PHO 154, 155, 156, 157, 158, 159, 178, 182, 183, 186, 188, 189, 190.
3. Review assessment of student learning plan to prepare next multi-year plan:
  - a. Compile data and review by program outcomes.
  - b. Use bullet opportunities in program outcome conversation.
  - c. Use data to validate/revise program outcomes.
  - d. Modify rubrics to measure program outcomes if needed.
4. Write new multi-year assessment of student learning plan for 2016-17 – 2018-19 and submit by June 2016.
  - a. New multi-year plan recommended by Assessment Committee.
  - b. Department Chair approves new multi-year plan.