GLENDALE COMMUNITY COLLEGE

Annual Program Review   2012-2013 – INSTRUCTIONAL REPORT

GRAPHIC ARTS

Authorization

After the document is complete, it must be reviewed and <u>submitted to the Program Review Committee by the Division Chair</u>.

Author: Rebecca Hillquist   Division Chair: Dr. Peter Green

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1.0. Trend Analysis

For each program within the division, use the data provided to indicate trends (e.g., steady, increasing, decreasing, etc.) for each of the following measures.

Program	Academic Year	FTES Trend	FTEF Trend	WSCH / FTEF Trend	Full-Time % Trend	Fill Rate Trend	Success Rate Trend	Awards Trend
Art/Design	2008-2009	73	4	578	81.3%	84.6%	66.0%	6
	2009-2010	55	5	382	61.6%	70.7%	60.5%	4
	2010-2011	31	3	299	60.4%	66.9%	67.8%	4
	2011-2012	42	4	332	49.2%	89.5%	67.3%	5
	% Change	-41.7%	+1.5%	-42.6%	-32.0%	+4.8%	+1.3%	-16.7%
	Four-Year Trend	decreasing	stable	decreasing	decreasing	stable	stable	decreasing

1.1   Describe how these trends have affected student achievement and student learning:

The trend analysis above does not reflect an adequate picture of the program. First of all, numbers have often been combined for Photography and Graphic Design as some are cross-list courses and numbers become skewed depending on which course a student enrolls in (Photo or Graphic Design mpulled).

Secondly, compared with last year, numbers in all areas, with the exception of Full Time Trend, have improved for 2011-2012.

Students are finding our classes and staying in them. With the removal of the former Advertising Art Certificate from the online catalog, and its replacement in May with the Graphic Design Certificate, our success rate last year was -26.4% and is now +1.5%. Awards last year -55.6%, this year -16.7%, FTES last year -58.7%, this year -41.7%, FTEF last year -26.4% this year +1.5%. Gradual increases across the board indicate that the program is gaining positive momentum. Continuing progress has also been made at reversing the negative perception among students and industry. Although our numbers are now improving, it will take more time and increased flexibility to support further improvements.

1.2   Please explain any other relevant quantitative/qualitative information that affects the evaluation of your program?

While we have made significant strides in overcoming a reputation among students, industry, and academia of being extremely outdated and out of touch with current design standards, there are hurdles still blocking our path. The difficulty in updating the former certificate (Advertising Art) has caused much confusion for our students and significantly impacted the number of Certificates awarded. Also, students who are coming to the program to update skills often did not pursue the former certificate, but took only the classes from the former certificate which reflected current industry standards or helped then retrain for a new career in Graphic Design. The numbers of Certificates awarded in all years is statistically small, and this results in a skewed percentage rate. Also because the Advertising Art Certificate is outdated many of the required courses were no longer being offered, making the completion of the Advertising Art Certificate increasingly difficult for students.

In May of 2012 the new Graphic Design Certificate was made available to students. All of the required courses within the Graphic Design Certificate are industry standard and support transfer. Also, now all of the courses within the new Certificate are offered within a two year cycle.

2.0. Student Learning and Curriculum

Course Level

Year	SLOAC Course Count		% of Courses Assessed
2010-2011	10	90.0%	60.0%
2011-2012	8	100.0%	75.0%
% Change		+10.0%	+15.0%
Four-Year Trend		stable	increasing

2.1   Please comment on the percentages above.

The percentages have improved and should continue to improve this next year.

2.2   Using the results from your division/departments recent assessment reports, please summarize any pedagogical or curricular changes that have been made as a result of your course assessments.

Previous to the implementation of the SLO program at GCC the Graphic Design Program has always done course assessments on a regular if more informal basis.   The new SLO process has formalized the process and has lent the program more consistency between individual instructors. This is leading to a more unified principle for our Program Level SLO. As anticipated last year we have been able to show an improvement and anticipate that this trend will continue and stabilize.

2.3   Please list all courses which have been reviewed in the last academic year.
Note: Curriculum Review is required by the Chancellors Office every 6 years.

Art 133, Art/Photo 250, Art/Photo 251, Art 134, and Art 135.

Degree, Certificate, Program Level

List each degree and certificate, or other program* within the division	AA/AS Degree PLO Identified		AA/AS Degree Assessment Cycles Completed		Certificate PLO Identified		Certificate Assessment Cycles Completed	
	YES	NO	YES	NO	YES	NO	YES	NO
Graphic Arts AA	X			X	X			X

2.4   Please comment on the percentages above.

The Graphic Design Certificate was first made available in 2012 and one of the goals of the Graphic Design Program this next year is to have enough data to complete an assessment cycle for the GD Certificate as well as the PLO for Graphic Design.

2.5   Using the results from your division/departments recent assessment reports, please summarize any. changes that have been made as a result of your program level assessments. Your summary should include a summation of the results of all degrees, certificates, and other programs which were recently assessed.

One of the goals of the Graphic Design program this year is to complete a full PLO cycle now that all of the critical pieces are in place (recreation of all core curriculum, and the implementation of the new Graphic Design Certificate, in addition to the removal of courses that are outdated and no longer offered from the catalog.

2.6   Please list all degree/certificate programs within the division that were reviewed in the last academic year.

The Certificate Program was implemented this year and an assessment has not been completed yet.

2.7   What recent activities, dialogues, discussions, etc. have occurred to promote student learning or improved program/division processes in the last year?

Mark an "X" in front of all that apply.

X	Curricular development/revisions of courses
X	Curricular development/revision of programs
X	Increased improved SLO/PLOs in a number of courses and programs
X	Other dialog focused on improvements in student learning
	Documented improvements in student earning
X	Increased/improved SLO/PLOs in a number of courses and programs
X	New degree or certificate development
	Best Practices Workshops
	Conference Attendance geared towards maintaining or improving student success
	Division Retreat in 2011-2012
X	Division or department attendance at Staff Development activity geared towards maintaining or improving student learning
X	Division Meeting Minutes
	Reorganization

Please comment on the activities, dialogues, and discussions above

Division meetings have proven to be a valuable resource to ask questions, discuss changes, clarify deadlines, and overall distribution of SLO / PLO information.
Regular meetings with the other Digital Arts programs (photo, media, animation) to discuss program goals.
Implemented new Graphic Design Certificate. Created and instituted a GCC Graphic Design web site to promote the new Certificate, curriculum, and Glendale College as a whole.
http://gccgraphicdesign.info

3.0 Reflection and Action Plans

3.1   Based on your data and analysis presented above, as well as on issues or items that you were unable to discuss above, comment on the Strengths and Weaknesses of the Program

Strengths
List the current strengths of your program
1. Hardware that matches current industry standards
2. Software that matches current industry standards
3. Qualified instructors with current industry experience

3.2   Weaknesses
List the current weaknesses of your program
1. Lengthy course approval process .
2. Loss of FTEF
3. Lack of flexibility in course approval process.

3.3   Using the weaknesses, trends and assessment outcomes as a basis for your comments, please <u>briefly</u> describe any future plans and/or modifications for program/division improvements. Any plans for reorganization should also be included, along with a resource request if applicable.

Plans or Modifications	Anticipated Changes/ Improvements	Link to EMP, Plans, SLOs, PLOs, ILOs
Continue to update existing Graphic Design courses	To continue to make the Graphic Design Program at GCC a viable alternative to those seeking employment and transfer.	When courses are updated to complete new assessments. To complete the PLO for the Graphic Design program within this next year.

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