A. **College, Department and Date**

1. College: UNM-Taos  
2. Department: Business & Computer Technology  
3. Date: December 11, 2015

B. **Academic Program of Study***

*Certificate in Digital Graphic Design*

The Digital Graphic Design program consists of hands-on computer training to prepare the student for employment in northern New Mexico. The program will provide practical and conceptual experiences that will supply the student with tools for employment. The Digital Graphic Design program is a department committed to planning and presenting graphic ideas to be used in publications, advertising, broadcasting and web media. Our goal is to keep the student current with evolving means of design expressions and design tools. Students will be learning digital technologies that will enable them to work in a wide range of media projects. In addition to small class sizes the program will allow students to explore their personal strengths and focus on their interest. Our State-of-the-art Macintosh lab, allows the students to be at the forefront of today’s always changing technology.

C. **Contact Person(s) for the Assessment Plan**

Contact: Joel Whitehead, Associate Professor of Business and Computer Technology joelw@unm.edu 575-737-6230

D. **Broad Program Goals & Measurable Student Learning Outcomes (SLOs)**

1. **Broad Program Learning Goal(s) for this Degree/Certificate Program**
   
   A. The student will produce electronic images that show quality, professional aptitude, and attention to detail.  
   B. Abilities to manage projects from conceptual visualizing to the finish product.

2. **List of Student Learning Outcomes (SLOs) for this Degree/Certificate Program**

   A. PLG 1, SLO 1- Students will comprehend uses of Photoshop to manipulate images.  
   B. PLG 1, SLO2 Students will create presentations include images, audio, video, and/or text for a variety of output mediums.
C. PLG 2, SLO 1 Students will effectively use basic visual design principles to create a Digital Graphic Design projects that communicates effectively, attracts, informs and creates action to solve problems for the client.

E. Assessment of Student Learning Plan
All programs are expected to measure student learning outcomes annually and to measure all program student learning outcomes at least once over one, two, or three assessment cycles. Each unit determines which of its student learning outcomes to assess during an assessment cycle. Describe the program’s one, two, or three year plan for assessing program-level student learning outcomes by addressing 1 thru 4 below.

1. Student Learning Outcomes
[Insert all student learning outcomes that will be assessed by the unit over the next one, two, or three assessment cycles.]

Relationship to UNM Student Learning Goals (insert the program’s SLOs and check all that apply):

<table>
<thead>
<tr>
<th>University of New Mexico Student Learning Goals</th>
<th>Knowledge</th>
<th>Skills</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program SLOs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PLG 1, SLO 1 Students will comprehend uses of Photoshop to manipulate images.</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>PLG 1, SLO 2 Students will create presentations include images, audio, video, and/or text for a variety of output mediums</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>PLG 2, SLO 1 Students will effectively use basic visual design principles to create a Digital Graphic Design projects that communicates effectively, attracts, informs and creates action to solve problems for the client</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

2. How will learning outcomes be assessed? (Address Ai thru Aiii individually or complete the table below)
   A. What:
i. For each SLO, briefly describe the means of assessment, i.e., what samples of evidence of learning will be gathered or measures used to assess students’ accomplishment of the learning outcomes in the three-year plan?

ii. Indicate whether each measure is direct or indirect. If you are unsure, then write “Unsure of measurement type.” There is an expectation that most of the assessment methods/measures will be direct measures of student learning with at least 1-2 indirect assessment methods/measures.

iii. Briefly describe the criteria for success related to each direct or indirect means of assessment. What is the program’s performance target (e.g., is an “acceptable or better” performance by 60% of students on a given measure acceptable to the program faculty)? If scoring rubrics are used to define qualitative criteria and measure performance, attach them to the plan as they are available.

### Assessing Student Learning Goals

<table>
<thead>
<tr>
<th>Program SLOs</th>
<th>Assessment Measures</th>
<th>Direct or Indirect</th>
<th>Criteria for Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>[SLO text]</td>
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<tr>
<td>[e.g., A.1 The student will be able to communicate effectively in writing.]</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>1. PLG 1, SLO 1- Students will comprehend uses of Photoshop to manipulate images.</td>
<td>Projects</td>
<td>Direct</td>
<td>The projects will be graded with a rubric, students that receive meets expectations or above will reach the program level assessment.</td>
</tr>
<tr>
<td>2. PLG 1, SLO 2 Students will create presentations include images, audio, video, and/or text for a variety of output mediums</td>
<td>Projects</td>
<td>Direct</td>
<td>The projects will be graded with a rubric, students that receive meets expectations or above will reach the program level assessment.</td>
</tr>
<tr>
<td>3. PLG 2, SLO 1 Students will effectively use basic visual design principles to create a Digital Graphic Design projects that communicates effectively, attracts, informs and creates action to solve problems for the client</td>
<td>Internships, Final projects</td>
<td>Direct</td>
<td>The Final project will be graded with a rubric, students that receive meets expectations or above will reach the program level assessment.</td>
</tr>
</tbody>
</table>

B. Who: State explicitly whether the program’s assessment will include evidence from all students in the program or a sample. Address the validity of any proposed sample of students. [NOTE: Although one size does not fit all and it does depend
on the assessment method, sampling should not be taken lightly. Best practices indicate that sampling approx. 20% of a course’s student population (or student enrollment) is valid and reliable if the number exceeds 99. Otherwise, a valid rationale has to be provided for samples that are less than 20% of the course’s student population.]

3. When will learning outcomes be assessed? When and in what forum will the results of the assessment be discussed?
   PLG 1, SLO 1 will be assessed in the sp of 2016 and every subsequent fall thereafter.
   PLG 1, SLO 2 will be assessed in the fall of 2016 and every subsequent spring thereafter.
   PLG 2, SLO 1 will be assessed in the spring of 2017 and every subsequent spring thereafter.

4. What is the unit's process to analyze/interpret assessment data and use results to improve student learning?
   Briefly describe:
   1. How, when, and to whom will recommendations be communicated? Every semester we will gather evidence that reflect the SLOs. In addition, every year we will record the success of the graduates in the certificate.