CPI _ Improving Program Learning Outcomes Report

CPI Improving PLO Report (AY22-23)
Name of the program: MFA in Graphic Design
Dean' signature_____ **8.16.2023**_____
Expected Date of Submission 6/31/2023
Department Chair or Director: Kevin Park

NYIT's CPI process is implemented to meet *MSCHE Standard V: Educational Effectiveness Assessment: Assessment of student learning and achievement demonstrates that the institution's students have accomplished educational goals consistent with their program of study, degree level, the institution's mission, and appropriate expectations for institutions of higher education.*
All degree program's PLO assessment plan (2022-2025) are posted through the link:

 http://www.nyit.edu/planning/academic_assessment_plans_reports.

This is a report of its implementation for year 2022-2023. The report should address the following points:

I. The Annual Program Learning Outcomes (PLOs) Assessment should include the followings.

1. PLO (Program Learning Outcomes) assessed. list the PLOs that have been assessed in AY 22-23 based on your three-year plan(AY22_25)

   A. Creative Work
   a. Incorporate emerging technologies and new media to create original, concept-driven, innovative, and interdisciplinary designs.
   b. Develop a unique visual voice, and be able to articulate the rationale for their artistic and technical decisions in the fields of branding, motion graphics, web, app, interactive design, UX/UI, editorial design, etc

   B. Technologic Tools
   c. Master advanced technological tools that empower them to create diverse design solutions to immerse successfully in the graphic design, interactive and new media industries.
   d. Identify and implement graphic design and production pipeline and methodologies to ensure the smooth and effective planning and completion of complex and interdisciplinary projects.

   C. Professional Practice
   e. Identify the relevance of visual communications and technology in the marketplace through internships and exposure to professional environments and their challenges and nuances.
   f. Become self-directed and work effectively both as an individual and as a member of an interdisciplinary team.

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    g. Employ professional ethics, develop real-world projects, attend career-oriented events, and present to industry professionals.

    h. Manage various aspects of their career: develop LinkedIn profile and professional resume and cover letter, keep a work-related journal, conduct job-related research, interview influential people in the industry, etc

2. METHOD: Describe the method of assessment and attach measurement instruments (e.g., rubric, exam items, scoring guide for a particular task, supervisor evaluation form, survey instrument, and other assessment tools). Students will be assessed based on the following assignments/tasks:

    A. Internship supervisor evaluations (midterm and end-of-the-semester) conducted via surveys and assessing hard and soft skills of the student's professional performance.

    B. Weekly reports/Journals of the specific tasks they completed in their internships and new skills -hard and soft- they learned.

    C. Papers based on five assignments throughout the semester.

    D. Reflection Paper. Write a 500-word report about their experience detailing what they learned during their internship experience. They can structure their reflection paper based on the following questions.

The approach to assessment and measurement was not applied to the following list B-C.

3. ANALYSIS of the assessment results: provide criteria based disaggregate and aggregate data analysis.

    A. Assessment results are based on the weekly journals and semester assignments, supervisor's evaluation/surveys, observation of professional behavior completing specific tasks and working as part of a team, and the final reflection paper.

Supervisor's evaluation/surveys sample
A total of 11 evaluations were collected out of 16.

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Reviewer Response
ICP New York Campuses Supervisor
Midterm Evaluation of Student Summer
2023
Edit Responses

Tymirra Smith (Supervisor: on site supervisor of
internship, volunteer, or practicum work)
tymirra.smith@servicemaster.com
No phone number

Evaluation Comment

No comment provided

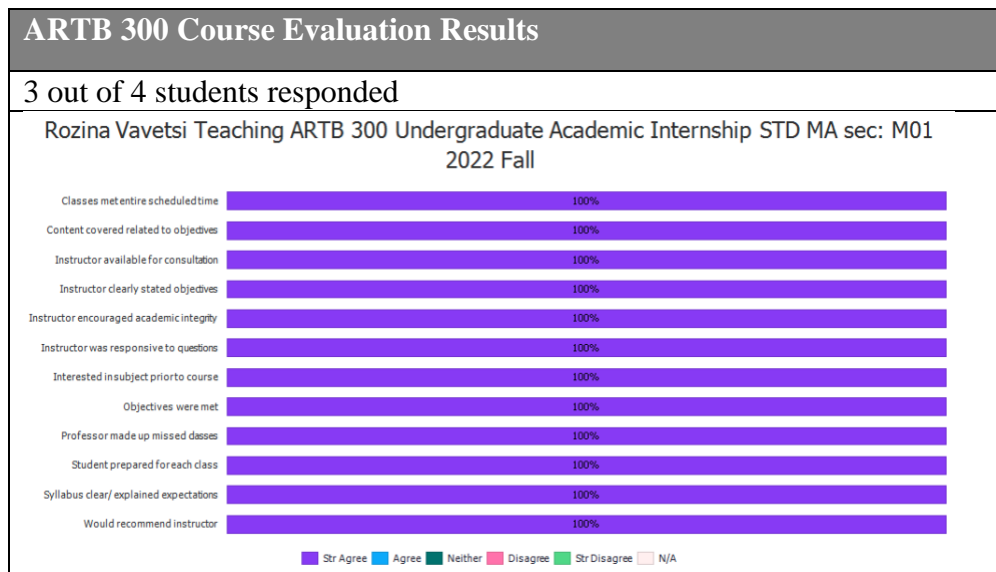**Survey Answers: Student and placement information**

Your (supervisor) name	▓▓▓▓▓▓▓▓▓
Your (supervisor) email	▓▓▓▓▓▓▓▓▓
Company/organization name	Servicemaster
Student name	Meeta Helbi
Student's position title	UX Intern

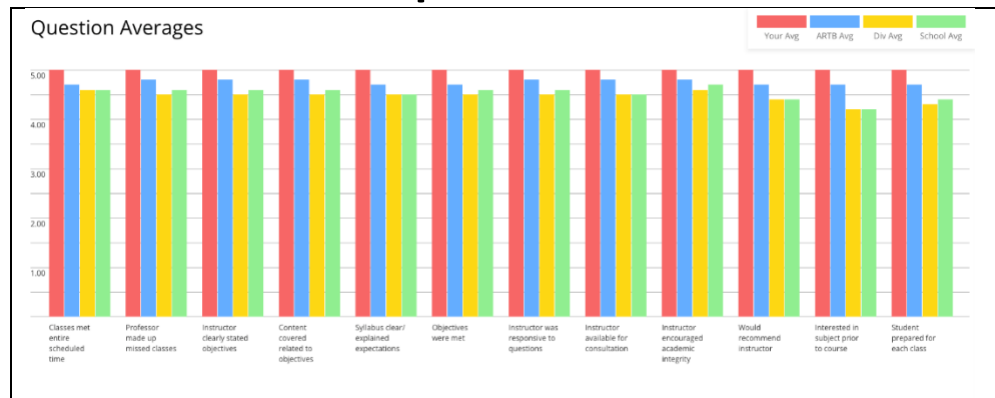**Survey Answers: Performance**

Interest in work	High interest in work. Very enthusiastic.
Quality of work	Very thorough in performing work. Errors very few, if any.
Initiative	Self-starter. Asks for new jobs. Looks for work to do.
Judgment	Exceptionally good. Decisions based on thorough analysis of
Responsibility	Always able to accept responsibility and be accountable for
Relations with others	Always works in harmony with others. An excellent worker.
Acceptance of criticism	Appreciative or willing.
Professional	Appropriate
Attendance	Regular
Punctuality	Regular
What civic/transferable skills would you like the student to	Other: none
Overall performance	5
General comments/concerns. This midterm evaluation provides students the opportunity for professional development. Please identify	Meeta is a great self-starter and has done a great job taking initiative on the project she was assigned this summer. She consistently asks for constructive feedback on her performance and asks clarifying questions whenever she needs more
We like to talk with supervisors for about 10-15 minutes about student performance and what you look for in interns and new	Jul. 19th 3-5pm,

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4. INTERPRETATION: to what degree did students achieve the program learning outcomes based on your data analysis and expected learning outcomes?

    A. By the end of the semester students were able to:
- Describe and be exposed to a professional workflow in their industry.
- Demonstrate the ability to work with others and under the direction of a supervisor on client-based design projects.
- Articulate and improve the skills which they developed during the internship
- Identify areas for further improvement in one's skills, knowledge, and attitudes necessary for creative industry work environments.
- Create business documents (LinkedIn/resume etc) that can be used for further

professional development and networking.

    B. For the 2022-2023 year, all students in the course have passed with excellent grades.

    C. In the final evaluation, a comprehensive 100% of students demonstrated a clear recognition of the robust alignment between the course content and the designated course objectives. Furthermore, an unanimous 100% of students exhibited strong concurrence with the achieved objectives.

ARTB 300 Course Evaluation Results
3 out of 4 students responded

Rozina Vavetsi Teaching ARTB 300 Undergraduate Academic Internship STD MA sec: M01 2022 Fall

Classes met entire scheduled time	100%
Content covered related to objectives	100%
Instructor available for consultation	100%
Instructor clearly stated objectives	100%
Instructor encouraged academic integrity	100%
Instructor was responsive to questions	100%
Interested in subject prior to course	100%
Objectives were met	100%
Professor made up missed classes	100%
Student prepared for each class	100%
Syllabus clear/ explained expectations	100%
Would recommend instructor	100%

Str Agree   Agree   Neither   Disagree   Str Disagree   N/A

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5. CLOSE THE LOOP – If the expected program learning outcomes were successfully met, describe how the program will keep or expand the good practices, if not, refine or create the next cycle of <u>PDSA</u>
   A. Students could pursue more demanding and committed internships in their field of knowledge and obtain more leadership roles.
   B. The primary focus will be on resolving a fundamental issue: the standardization of Methods of Assessment and Grading Formula/Rubric for all DAD courses. This will enable consistent data collection, review, and performance enhancement each semester. This transparency will reduce student confusion and enhance the grading system.
   C. In FA22/SP23, a misalignment was observed between the assessment plan and the method of assessment, particularly concerning the uniformity of rubric systems, evaluation methods, and survey models.
   D. Moving forward into the FA23/SP24 period, the central emphasis will be on addressing a core challenge: the establishment of standardized Methods of Assessment and Grading Formula/Rubric. This approach will facilitate consistent data gathering, evaluation, and performance enhancement in every semester. This increased transparency will alleviate student confusion and elevate the grading system.

II. Brief Description of Faculty Engagement in the Current Annual Assessment Report:

All faculty teaching this course were involved in the AY 2022-23 assessment process. The report was written by Chair Kevin Park and Rozina Vavetsi.

Last updated 4/14/23