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Program Outcomes Guide

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Directions: Please complete this form to document your progress toward improving student learning. For each item, indicate your progress and your anticipated next steps. Thank you!

Program Title: Web and Multimedia Technology   **Date: 5/23/16**

Program Team: Sean Maher

Expected Learning Outcomes:

1. 1. Students will show technical proficiency in **raster** Image Manipulation by creating layer based images optimized for specific applications and showing comprehension of raster software.
2. Students will show technical proficiency in **vector** image manipulation by creating images appropriate to specific applications and showing comprehension of vector software.
3. Students will demonstrate technical proficiency in **HTML** by creating code that validates, correctly incorporates all necessary code, follows semantic design and universal accessibility principles, is SEO friendly and is handicap accessible and 508 compliant.
4. Students will show technical proficiency in **CSS** by creating code that validate and meets project requirements.
5. Students will show technical proficiency in **JavaScript** by creating interactive webpages that generate no errors and accomplish project goals.
6. Students will show technical proficiency in **PHP** by creating server-side scripts that generate no errors and accomplish project goals.
7. Students will show technical proficiency in **SQL** by creating databases that adhere to the normal forms and meet the needs of server-side scripting website goals.
8. Students will demonstrate technical proficiency in **content management systems** by installing, creating, customizing and maintaining open-source CMS solutions.

PROFESSIONAL OUTCOMES

9. Students will be able to discuss their knowledge of **theory and vocabulary** of their field in a professional manner through written and verbal communications as well as demonstrated in their work and analyze those terms in their own and others works.
10. Students will create a **body of work** that synthesizes their skills and demonstrates understanding of the technology and theory including, but not limited to, the students projects, portfolio and resume.
11. Students will demonstrate **professional practices** including project management, creating and adhering to project specifications, gathering, organizing and creating content, meeting deadlines, and communicating with teachers and clients in a professional and courteous manner.
12. Students will evaluate and employ **safe and legal computing practices** including securing computers against theft and cybercrime, properly using logins and passwords, securing and archiving files, identify the legal issues of **copyright** and appropriately use copyrighted

material in their projects.
13. Students will demonstrate **problem solving** skills by analyzing, selecting and applying tools appropriate for a specific solution
14. Students will analyze the client or project requirements and create **action plans** by turning concepts into thumbnails, mockups, site scopes, storyboards, deadlines, client meetings and other planning activities that achieve project goals.

DESIGN OUTCOMES
15. Students will demonstrate **typographic** skill through proper kerning, leading, tracking, legibility, alignment, and font selection and placement in their bodies of work.
16. Students will demonstrate **layout and composition** in their pieces through the use of balance, hierarchy, emphasis, unity, movement, contrast, rhythm, focus, use of grids and white space.
17. Students will be able to **defend** their own work and professionally **critique** other's through oral and written arguments that evaluate diverse users/audiences, technical issues, and design choices related to client needs.
18. Students will demonstrate knowledge of **color** by identifying and selecting proper color models and creating professional color palettes according to project requirements.

Assessment (How do or will students demonstrate achievement of each outcome?)
Typically classes have multiple project where the rubric uses these outcomes verbatim.
WEB 101 – 3 projects, WEB 110 – 2 projects, WEB 115 – 1 project, WEB 210 – 1 project, WEB 215 – 2 projects, WEB 220 – 2 projects

Validation (What methods have you used or will you use to validate your assessment?)
WEB 220 is the capstone class where students are required to attend and participate in the annual Advisory Portfolio Review. Reviewers use an assessment tool that matches with the outcomes. Each student is given multiple assessments and they are averaged.

Results (What do your assessment data show? If you have not yet assessed student achievement of your learning outcomes, when is assessment planned?)

All outcomes average over 3.0 except for SQL. There has been a large challenge to consistently scheduling IST 173.

Follow-up (How have you used or how will you use the data to improve student learning?)

IST 107 has been used as a substitute for IST 173, and modified to include more SQL.

Budget Justification
(What resources are necessary to improve student learning?)
ATC 116 is in dire need of new furniture.
Software should be updated as soon as it is released because the students will no longer be able to get out-of-date software.