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Course Outcomes Guide (COG)

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Course Title: Web Design I   **Date:** December 2017
Course Team: Audra Martenot

Expected Learning Outcomes
Students will show technical proficiency in **raster** Image Manipulation by creating layer based images optimized for specific applications and showing comprehension of raster software.

- 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.
- Students will show technical proficiency in **CSS** by creating code that validate and meets project requirements.
- Students will show technical proficiency in **JavaScript** by creating interactive webpages that generate no errors and accomplish project goals.
- 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.
- 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.
- Students will demonstrate **problem solving** skills by analyzing, selecting and applying tools appropriate for a specific solution

Assessment (How do or will students demonstrate achievement of each outcome? Please attach a copy of your assessment electronically.)
Students are assessed 3 times; once for each project they complete. The rubric awards points based on completion of outcomes. (HTML-Project1-YourHomePage.docx, HTML-Project2-3PageBiographyWebsite.docx, HTML-Project3-BandorMovieSite.docx)

Validation (What methods have you used or will you use to validate your assessment?)
These results are compared to the results of the student portfolio review.

Results (What do your assessment data show? If you have not yet assessed student achievement of your learning outcomes, when is assessment planned?)
All outcome averages are above 3.18. Outcomes assessment for this is on a 1-5 Point scale.
Raster 3.69/ HTML 3.12/CSS 3.12/ JavaScript 3.52/Layout 3.25/Problem Solving 3.12

The lowest outcome is 3.12 in Synthesis, which is combining the technical requirements of web design with the aesthetic requirements of the projects.

Overall scores were lower in Fall 2015 (3.6 – 3.7), and considerably higher in Spring 2016 (4.1 – 4.4).
Enrollment was higher in Fall 2015 (30), and lower in Spring 2016 (20).

Students scoring an average of less than 3 were higher in the Fall 2015 (7), and lower in Spring 2016 (5)

Follow-up (How have you used or how will you use the data to improve student learning?)
Nothing in the data indicates any major problems. However, the class success is higher in the Spring.

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.