Discipline	Course Number	Title
Photography	129	PHO 129 06/07/2023- Black and White Digital Imaging
College	Division	Department
Business and Computer Technologies	Business and Computer Technologies	Digital Media Arts (new)
Faculty Preparer		Terry Abrams
Date of Last Filed Assessment Report		

I. Review previous assessment reports submitted for this course and provide the following information.

1. Was this course previously assessed and if so, when?

   Yes

   Winter 2007

2. Briefly describe the results of previous assessment report(s).

   Technical skills were high; emotional content of images needed improvement.

3. Briefly describe the Action Plan/Intended Changes from the previous report(s), when and how changes were implemented.

   Clarity of expectations, assignments and textbooks were changed.

II. Assessment Results per Student Learning Outcome

Outcome 1: Create neutral and toned black and white digital images using advanced camera, processing and printing methods.

- Assessment Plan

    o Assessment Tool: Portfolio evaluation

    o Assessment Date: Fall 2016

    o Course section(s)/other population: All sections

    o Number students to be assessed: A random sample of 50% of the students up to a maximum of 20.

- How the assessment will be scored: Departmentally-developed rubric

- Standard of success to be used for this assessment: 75% of the students will score an average of 2 of 3 or higher.

- Who will score and analyze the data: Departmental faculty

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
2022, 2021	2023, 2022, 2021	

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed
58	54

3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

Assessment plan calls for: A random sample of 50% of the students up to a maximum of 20, but I included the data I have for all 55 students. I cannot explain why there are three fewer students in my Blackboard gradebook than were enrolled, unless they dropped the course. One student did not submit a portfolio.

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

Random samples were taken from both day and evening sections, including mixed-mode sections offered in Fall '21 and Winter '22 due to Covid.

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

Student portfolios were evaluated for a total of 12 photographs comprising a variety of assignments. Each photograph was rated on a scale of 1 to 4 points. Points were earned for meeting the theme of the assignment, appropriate camera skills, having the proper tonality through image adjustments in the software, and creative content.

The assessment plan called for students to receive 2 out of 3 in a scoring rubric that was updated to have four criteria. As a result, the portfolio score was based on each photograph having a value of 4 points (instead of 3), times 12 photographs in the portfolio, for a total of 48 points possible.

6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this learning outcome and indicate whether the standard of success was met for this outcome and tool.

> Met Standard of Success: Yes
>
> 91% of students (49/54) scored 67% or higher, meeting the standard of success.
>
> Student portfolio scores from all 54 students were totaled and the average score was 42 points out of 48 possible. The average score was 87.5%.

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

> Students in this course develop comprehensive skills in camera work, image processing in the software, printing and expressing ideas photographically, which helps them take their skills to a higher level in subsequent courses.

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

> I will continue to have students produce in-class projects at unannounced times to reinforce the concepts of the course and broaden their skills.

Outcome 2: Demonstrate visual problem solving skills in black and white photography by creating photographs which communicate ideas.

- Assessment Plan
    - o Assessment Tool: Portfolio evaluation
    - o Assessment Date: Fall 2016
    - o Course section(s)/other population: All sections
    - o Number students to be assessed: A random sample of 50% of the students up to a maximum of 20.
    - o How the assessment will be scored: Departmentally-developed rubric.
    - o Standard of success to be used for this assessment: 75% of the students will score an average of 2 of 3 or higher.
    - o Who will score and analyze the data: Departmental faculty.

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
2022, 2021	2022, 2023, 2021	

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed
58	55

3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

Assessment plan calls for: A random sample of 50% of the students up to a maximum of 20, but I included the data I have for all 55 students. I cannot explain why there are three fewer students in my Blackboard gradebook than were enrolled, unless they dropped the course.

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

Random samples were taken from both day and evening sections, including mixed-mode sections offered in Fall '21 and Winter '22 due to Covid.

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

The Soul assignment was evaluated, since the main objective is to communicate conceptual information. The assignment was graded on a scale up to 4 points, each point possible for meeting the assignment objectives.

One photograph was submitted for grading on a scale of 1 to 4 points. Points were earned for meeting the theme of the assignment, appropriate camera skills, having the proper tonality through image adjustments in the software, and creative content.

The assessment plan called for students to receive 2 out of 3 in a scoring rubric that was updated to have 4 criteria. As a result, the score was based on a total of 4 points (instead of 3).

6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this learning outcome and indicate whether the standard of success was met for this outcome and tool.

Met Standard of Success: <u>Yes</u>
100% of the students (55/55) scored 67% or higher on this assignment, meeting the standard of success.

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

Students have learned to communicate concepts visually. They are also able to understand the difference between recording an image with the camera and presenting an image which conveys unseen characteristics, such as emotion, temperature, texture, time of day, etc.

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

Students will continue to be given assignments which challenge them to communicate ideas and emotions.

Outcome 3: Identify processing and printing concepts and methods for black and white digital photography.

- Assessment Plan

  o Assessment Tool: Written exam.

  o Assessment Date: Fall 2016

  o Course section(s)/other population: All sections

  o Number students to be assessed: All students

  o How the assessment will be scored: Answer key

  o Standard of success to be used for this assessment: 75% of the students will score an average of 70% or higher.

  o Who will score and analyze the data: Departmental faculty

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
2022, 2021	2023, 2022, 2021	

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed

58	49

3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

Assessment plan calls for: A random sample of 50% of the students up to a maximum of 20, but I included the data I have for all 55 students. I cannot explain why there are three fewer students in my Blackboard gradebook than were enrolled, unless they dropped the course. Six students did not take the final exam.

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

Random samples were taken from both day and evening sections, including mixed-mode sections offered in Fall '21 and Winter '22 due to Covid.

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

Final examination scores were tabulated for all five sections of the course. The exams were multiple choice, with 20 to 25 questions. The exam scores were converted to percentages from the raw scores, and they ranged from 0 (student did not take the exam) to 103 (student received extra credit for answering bonus questions).

Note: While the extra credit points are few and negligible, for future assessments, we will explore updating the tool so that assessment scores do not include extra credit points.

6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this learning outcome and indicate whether the standard of success was met for this outcome and tool.

Met Standard of Success: Yes

92% of students (45/49) scored an average of 70% or higher, meeting the standard of success.

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

The students know the concepts of processing and printing in black and white, and they can differentiate between the best procedures for processing and printing in color and in black and white.

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

> I would like to see greater student success in the mid-term and final exams in the course. This could be improved by integrating more repetition of basic concepts in class.

III. Course Summary and Intended Changes Based on Assessment Results

1. Based on the previous report's Intended Change(s) identified in Section I above, please discuss how effective the changes were in improving student learning.

> Modifications to assignments and classroom activities raised the levels of students. The modifications included more emphasis on processing and printing large images and utilizing additional software applications.

2. Describe your overall impression of how this course is meeting the needs of students. Did the assessment process bring to light anything about student achievement of learning outcomes that surprised you?

> This course meets the students' needs very well. Their strong portfolio scores indicate the need for an additional project that was eliminated during the "mixed-mode" Covid era.

3. Describe when and how this information, including the action plan, was or will be shared with Departmental Faculty.

> This information will be provided via email or at a department meeting.

4.
Intended Change(s)

Intended Change	Description of the change	Rationale	Implementation Date
Assessment Tool	The standard of success for Outcome 1 will be updated to "75% of students will score 75% or higher."	The rubric for each photograph is out of 4 points.	2023
Assessment Tool	All students will be assessed moving forward.	All students will be assessed in order to provide a stronger assessment.	2023

Assessment Tool	The tool for Outcome #2 will be updated to "Outcome-related assignment" and the standard of success will be updated to "75% of students will score 75% or higher."	A specific assignment is a more appropriate tool to assess this outcome. The rubric for this assignment is out of 4 points.	2023
Course Materials (e.g. textbooks, handouts, on-line ancillaries)	Continue to have students produce in-class projects at unannounced times to reinforce the concepts of the course and broaden their skills (Outcome 1). Continue to give students assignments challenging them to communicate ideas and emotions (Outcome 2). Integrate more repetition of basic concepts (Outcome 3).	Continuous improvement (Outcomes 1 and 2). To increase student success for the midterm and final exams (Outcome 3).	2023

5. Is there anything that you would like to mention that was not already captured?

> 6.

III. Attached Files

[Data for PHO 129 Assessment](#)

Faculty/Preparer: Terry Abrams **Date:** 06/19/2023
Department Chair: Jason Withrow **Date:** 06/22/2023
Dean: Eva Samulski **Date:** 06/26/2023
Assessment Committee Chair: Jessica Hale **Date:** 12/07/2023

COURSE ASSESSMENT REPORT

I. Background Information
1. Course assessed:
    Course Discipline Code and Number: PHO 129
    Course Title: Black and White Digital Imaging
    Division/Department Codes: BCT/VAT

2. Semester assessment was conducted (check one):
    ☐ Fall 20__
    ☒ Winter 2007__
    ☐ Spring/Summer 20__

3. Assessment tool(s) used: check all that apply.
    ☒ Portfolio
    ☐ Standardized test
    ☐ Other external certification/licensure exam (specify):
    ☐ Survey
    ☐ Prompt
    ☐ Departmental exam
    ☐ Capstone experience (specify):
    ☐ Other (specify):

4. Have these tools been used before?
    ☐ Yes
    ☒ No

    If yes, have the tools been altered since its last administration? If so, briefly describe changes made.

5. Indicate the number of students assessed/total number of students enrolled in the course.
    13/35

6. Describe how students were selected for the assessment.
    Students were randomly selected based on who had portfolios on display when the reviewers entered the room.

II. Results
1. Briefly describe the changes that were implemented in the course as a result of the previous assessment.
    New equipment (printers) were purchased and new techniques taught to facilitate achieving neutral black and white prints. New assignments devised to generate more creative images.

2. State each outcome (verbatim) from the master syllabus for the course that was assessed.
    Learn advanced camera, processing and printing methods for creating neutral black and white digital images.
    Demonstrate visual problem solving skills in black and white photography by creating photographs which communicate ideas.
    Identify processing and printing concepts and methods for black and white digital photography.

3. Briefly describe assessment results based on data collected during the course assessment, demonstrating the extent to which students are achieving each of the learning outcomes listed above. *Please attach a summary of the data collected.*
    According to the data collected, students are achieving a high level of competence in the outcomes. Students scored highest in learning the technical skills, average and above in visual problem solving skills, and low in a few random categories.
    Out of the 13 scored rubrics, the maximum possible was 33. The average score was 28.5. The range was 23-33.

4. For each outcome assessed, indicate the standard of success used, and the percentage of students who achieved that level of success. *Please attach the rubric/scoring guide used for the assessment.*
    The standard of success was 75% achieving a score of 2 or higher. 77% scored 2 or higher on ALL criteria.

Please return completed form to the Office of Curriculum & Assessment, SC 247. **1 of 3**
Approved by the Assessment Committee 10/10/06

5. Describe the areas of strength and weakness in students' achievement of the learning outcomes shown in assessment results.

  Strengths: Technical skill learning, print production, communicating ideas

  Weaknesses: Image tone neutrality, emotional content of images.

III. Changes influenced by assessment results

1. If weaknesses were found (see above) or students did not meet expectations, describe the action that will be taken to address these weaknesses.
   As mentioned previously, new printers were purchased and assignments were modified.

2. Identify intended changes that will be instituted based on results of this assessment activity (check all that apply). Please describe changes and give rationale for change.

   a. ☐ Outcomes/Assessments on the Master Syllabus
      Change/rationale:

   b. ☐ Objectives/Evaluation on the Master Syllabus
      Change/rationale:

   c. ☐ Course pre-requisites on the Master Syllabus
      Change/rationale:

   d. ☒ 1ˢᵗ Day Handouts
      Change/rationale: Clarity of expectations/grading specifics

   e. ☒ Course assignments
      Change/rationale: More emphasis placed on ideas and emotional content

   f. ☐ Course materials (check all that apply)
      ☒ Textbook
      ☐ Handouts
      ☐ Other:

   g. ☐ Instructional methods
      Change/rationale:

   h. ☐ Individual lessons & activities
      Change/rationale:

3. What is the timeline for implementing these actions? Fall '07

IV. Future plans

1. Describe the extent to which the assessment tools used were effective in measuring student achievement of learning outcomes for this course.
   Very effective
2. If the assessment tools were not effective, describe the changes that will be made for future assessments.
   None
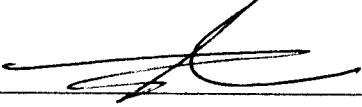3. Which outcomes from the master syllabus have been addressed in this report?
       All _____   Selected __1 and 2___
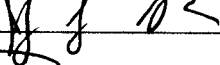   If "All", provide the report date for the next full review: _____.

   If "Selected", provide the report date for remaining outcomes: _____Fall '010_____.

COURSE ASSESSMENT REPORT

Submitted by:

Name: __Terry Abrams_____ Date: __11/19/07__
       Print/Signature

Department Chair: ____Jennifer Baker_____ Date: __11/27/07__
       Print/Signature

Dean: _____Rosemary Wilson_____ Date: __2/27/07__
       Print/Signature