

Course Assessment Report
Washtenaw Community College

Discipline	Course Number	Title
Web Design and Development	113	WEB 113 12/03/2018-Web User Experience I
Division	Department	Faculty Preparer
Business and Computer Technologies	Digital Media Arts	Jason Withrow
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?

No

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

3.

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

5.

II. Assessment Results per Student Learning Outcome

Outcome 1: Identify user needs, goals and trends on the Web that relate to labeling, navigation, content and site structure and flow using standard industry deliverables.

- Assessment Plan
 - Assessment Tool: Two deliverables reviewed by WEB faculty and an outside user experience professional
 - Assessment Date: Fall 2017
 - Course section(s)/other population: Minimum of two sections
 - Number students to be assessed: All students
 - How the assessment will be scored: Departmentally-developed rubric scored by WEB faculty.

- Standard of success to be used for this assessment: 75% of the students will receive an 80% or higher on the rubric.
- Who will score and analyze the data: WEB 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)
2017		

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

# of students enrolled	# of students assessed
33	22

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.

Some students did not submit the deliverables that were used in the assessment.

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.

All students were in mixed mode sections. WEB 113 was not offered in any other modality.

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

Two student deliverables were evaluated using a departmentally developed rubric. WEB full-time faculty conducted the evaluation.

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 the students successfully completed this outcome, scoring 80% or higher on the rubric. The standard of success was met.

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

Students performed well on this first outcome, which is foundational material for a successful user experience.

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.

While some students fell below the 80% threshold, the performance overall was strong for this outcome. No adjustments appear necessary for this outcome.

Outcome 2: Recognize and apply principles of user-centered design for the Web through redesigns and wireframes.

- Assessment Plan
 - Assessment Tool: Two deliverables reviewed by WEB faculty and an outside user experience professional
 - Assessment Date: Fall 2017
 - Course section(s)/other population: Minimum of two sections
 - Number students to be assessed: All students
 - How the assessment will be scored: Departmentally-developed rubric scored by WEB faculty.
 - Standard of success to be used for this assessment: 75% of the students will receive an 80% or higher on the rubric.
 - Who will score and analyze the data: WEB 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)
2017		

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

# of students enrolled	# of students assessed
33	22

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.

Some students did not submit the deliverables that were used in the assessment.

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.

All students were in mixed mode sections. WEB 113 was not offered in any other modality.

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

Two student deliverables were evaluated using a departmentally developed rubric. WEB full-time faculty conducted the evaluation.

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

82% of the students successfully completed this outcome, scoring 80% or higher on the rubric. The standard of success was met.

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

Students did well when identifying problematic areas in an interface that need to be addressed through a redesign.

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.

One important growth area for students concerns creating effective wireframes showing how an interface should be redesigned. This course material should be re-examined and expanded to reflect designing for smartphones and mobile devices to a greater extent.

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.

2.

3. 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?

Overall this course is meeting student needs and the students are achieving the learning objectives at a rate above the assessment threshold. The assessment process highlighted the need to update and expand some of the interface design material, which is not surprising in a course related to the web industry.

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

This information will be shared at a department meeting in the Winter 2019 semester.

5. Intended Change(s)

Intended Change	Description of the change	Rationale	Implementation Date
Outcome Language	Master syllabus will have learning outcome #2 updated to reflect responsive design, which means that interfaces will adapt based on device size.	Assessment results for learning outcome #2 were above the threshold (75% of students scoring 80% or higher on the rubric), but were close enough to that threshold to identify a need for further work to be done in the area of interface design. It is also pretty standard for web-related courses to need an update in their materials as the devices used to access websites change over time.	2019
Course Assignments	Course materials and one of the deliverables will be adjusted to	See rationale for other proposed change.	2019

	incorporate responsive design (design for smartphones).		
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6. Is there anything that you would like to mention that was not already captured?

7.

III. Attached Files

Faculty/Preparer: Jason Withrow **Date:** 12/03/2018
Department Chair: Ingrid Ankerson **Date:** 12/04/2018
Dean: Eva Samulski **Date:** 12/05/2018
Assessment Committee Chair: Shawn Deron **Date:** 02/18/2019