

Course Assessment Report
Washtenaw Community College

Discipline	Course Number	Title
Web Design and Development	215	WEB 215 11/15/2016-Intermediate Interface Design
Division	Department	Faculty Preparer
Business and Computer Technologies	Digital Media Arts	Kelley Gottschang
Date of Last Filed Assessment Report		

I. Assessment Results per Student Learning Outcome

Outcome 1: Design a Web site that reflects contemporary design trends.

- Assessment Plan
 - Assessment Tool: Project
 - Assessment Date: Winter 2017
 - Course section(s)/other population: All sections from two semesters
 - Number students to be assessed: All
 - How the assessment will be scored: Departmentally-developed rubric
 - Standard of success to be used for this assessment: 70% of students will get 75% or better on each rubric topic.
 - Who will score and analyze the data: Full-time 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)
2015	2016, 2015	

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

# of students enrolled	# of students assessed
65	62

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.

Four students didn't submit the project.

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.

Two sections are from the day, one is from the evening. Which is a typical distribution in an academic year.

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

I used the grading criteria that I used for the grading of the projects. I use a point system for grading and I gathered that data and crunched the numbers. See attached document.

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

The standard of success was met.

On two of the four graded criteria, 93% of students scored 75% or better

On one of the four graded criteria, 87% of students scored 75% or better

On one of the four graded criteria, 96% of students scored 75% or better

Outcome average: 92.25%

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

Overall, the students did excellently. The students did very well technically and from a graphic design perspective. Their use of typography was to Web standards and they understand the shift to Web fonts. Their designs reflected a high level of ability to redesign an existing site to a contemporary trend. They did a great job maintaining graphic design principles in the redesign of the site. It can be hard for students to match a design trend and stay within the boundary of excellent design principles. Usually, one suffers over the other. They embraced the definition of the

style (that they themselves researched and defined), implemented it in to their designs and created aesthetically pleasing visual pieces. As I reflect on the great scores, I also what to note that they *should* be doing this well because this three week project has two critiques where they get a great deal of feedback from the class and the instructor during each critique. There is so much feedback on the project that I would expect most students to reach the goal.

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.

The weakest area, still at 87% of students meeting the standard, was designing to the Flat and Long Style (the contemporary design trend) and I believe that is based on the fact that this is one of the first projects they do where they are completely in control of all parts of the design, content and design aesthetic. I honestly don't think I will change much based on this data. I think there is a time where you have to be cut loose from instructor control and oversight of your projects and jump right in. Because of the critiques, the majority get there in the end. I will put more emphasis on an excercise that I already do in the class where they critically evaluate sites based on the design trend. I can make that more robust and richer.

I am going to raise the standard of success for this outcome because of the amount of critiques and feedback they are getting.

Outcome 2: Redesign an existing Web site using an industry-based layout strategy.

- Assessment Plan
 - Assessment Tool: Project
 - Assessment Date: Winter 2017
 - Course section(s)/other population: All sections from two semesters
 - Number students to be assessed: All
 - How the assessment will be scored: Departmentally-developed rubric
 - Standard of success to be used for this assessment: 70% of students will get 75% or better on each rubric topic.
 - Who will score and analyze the data: Full-time 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)
2015	2016, 2015	

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

# of students enrolled	# of students assessed
65	66

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.

Not sure why I have 66 and you have 65. But all students submitted and were evaluated.

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.

Two day and one evening, which is how a normal academic year is scheduled.

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

I used the grading criteria from the graded class projects. See attached document.

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
The standard of success was met.

On three of the four grading items, 95% of students scored 75% or better.

On one of the four grading items, 96% of students scored 75% or better.

Outcome average is 95.25%.

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

Overall, the students did excellently and the learning standards were met. Their designs reflected an exceptional ability to redesign to an industry norm. For example, I gave them a church website that was not designed well and asked them to redesign it to the "church" website norms. Believe it or not, there really is a "church" style... They did great research, embraced the idea of normative design and reflected it well in their sites. Again, as I reflect on the great scores, I also

what to note that they *should* be doing this well because this three week project has two critiques where they get a great deal of feedback from the class and the instructor. There is so much feedback on the project that I would expect most students to reach the goal.

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.

This project didn't show any weakness in the student performance. I honestly don't think I will change much based on this data.

I am going to raise the standard of success for this outcome because of the amount of critiques and feedback they are getting.

Outcome 3: Redesign an existing Web site using a contemporary content-based strategy.

- Assessment Plan
 - Assessment Tool: Project
 - Assessment Date: Winter 2017
 - Course section(s)/other population: All sections from two semesters
 - Number students to be assessed: All
 - How the assessment will be scored: Departmentally-developed rubric
 - Standard of success to be used for this assessment: 70% of students will get 75% or better on each rubric topic.
 - Who will score and analyze the data: Full-time 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)
2015	2016, 2015	

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

# of students enrolled	# of students assessed
65	64

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.

Not sure why I have 65 and you have 64. But all students submitted and were evaluated.

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.

Two day and one evening, which is how a normal academic year is scheduled.

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

I used the grading criteria from the graded class projects.

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
The standard of success was met.

On one of the four graded criteria, 93% of students scored 75% or better

On three of the four graded criteria, 92% of students scored 75% or better

Outcome average: 92.25%

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

Overall, the students did excellently and the learning standards were met. Their designs reflected a solid understanding the UGC (User Generated Content) strategy for Web content. They executed the files well, came up with great campaigns and embraced the marketing strategy of UGC. Again, as I reflect on the great scores, I also what to note that they *should* be doing this well because this three week project has two critiques. They get a great deal of feedback on their designs in multiple ways. I would expect the students to do well with the amount of feedback given during the course of the project.

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 honestly don't think I will change much based on this data.

I am going to raise the standard of success for this outcome because of the amount of critiques and feedback they are getting.

II. Course Summary and Action Plans Based on Assessment Results

1. 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?

I believe the course is meeting the needs of the students. They come out with excellent portfolio pieces that are designed with an in depth knowledge of the Web industry and the challenges of Web design.

I know the class is going well, but I feel like the assessment process didn't reveal anything new. Again, by the time the students are finished with these projects, they should be in great shape based on the amount of feedback and critiques. The majority of students get there by the end of the process.

The next time I assess the class, I think I would get better data on where there were trouble spots if I also do a quick scorecard on the intermediate critiques. That will allow me to get better, more complete data to know if there are areas that can be smoothed out.

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

I will discuss my findings with my colleagues at a department meeting.

I will also ask them if they do any data gathering when they run critiques (we are all in visual media and do lots of critiques) to see if they have any good strategies in place for me to implement.

- 3.

Intended Change(s)

Intended Change	Description of the change	Rationale	Implementation Date
Other: Standard of Success	I am going to raise the standard of success. I am also going to match the description language better reflect one of the outcomes.	It is too low to gather any meaningful data.	2017

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

5.

III. Attached Files

[Data-WEB215-2017](#)

Faculty/Preparer:	Kelley Gottschang	Date: 01/04/2017
Department Chair:	Jason Withrow	Date: 01/05/2017
Dean:	Kimberly Hurns	Date: 01/12/2017
Assessment Committee Chair:	Ruth Walsh	Date: 02/02/2017