

**ASSESSMENT REPORT  
CENTRAL NEW MEXICO COMMUNITY COLLEGE**

The purpose of this form is to provide a written summary of your assessment results for the current assessment cycle.

Fall, 2011 – Spring 2012  
 (Assessment Period Covered)

June 20, 2012  
 (Date Report Submitted)

**Choose ONE of the following 3 areas for this assessment report and insert the name of the general education area, certificate, degree or discipline on the appropriate line:**

**See definitions for each category in Assessment Process document**

<b>Gen Ed Area</b> (see definitions)	_____	or	<b>Program</b>	Computer Information Systems, Digital Media Concentration
AA/AS AAS	<input type="checkbox"/> <input type="checkbox"/>		Certificate AA/AS AAS	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
<b>Or Discipline Area</b> (see definitions)	_____			

Outcome(s) assessed:

1. Demonstrate Professional Work and Design Skills: Student work must look professional based on the foundations of good design principles including typography. Projects are planned in advance using storyboards and thumbnails. Students must also meet project deadlines, use correct spelling and grammar, understand and follow directions, and be well organized.
2. Build Publications Using Desktop Publishing Software: Students create a brochure using Desktop Publishing software which includes Master Pages, standard setup procedures and proper use of text, typography, graphics, and styles. The publication is output with correct formatting for print delivery.
3. Create Interactive Projects Publishing for the Web: Students create an interactive project suitable for publishing to the web including graphics, images, sound, animation, and scripting. Projects must be organized using layers, scenes, folders, and external resources.
4. Create an Interactive Multimedia Presentation Integrating Graphics, Sound, Motion And Movies Using Appropriate Software: Students create a movie including title, credits, still images, audio effects, video effects, transitions. Project must be organized and prepared for exporting.
5. Enhance and Prepare Raster and Vector Images for Output using Digital Imaging Software: Students prepare raster images using selection techniques, photo enhancing techniques, blending gradients, special effects, styles, and layers. Vector images are prepared using blending, gradients, mesh gradients, layers, brushes, styles, special effects. Students create a vector logo and prepare the documents for print and media output.

Classes/Cohort Assessed:

Outcomes 1-5 CIS Digital Media students were assessed in their final semester via the CIS 2999 Capstone course.

Measurement tool(s):

See description of individual exit competencies in Outcomes Assessed.

Type of tool (for each tool listed above, indicate type of tool):

Outcomes 1-5 are assessed in the CIS 2999 course with an internal project.

Achievement Target (if more than one measurement tool, list target for each tool separately):

Outcomes 1-5: The Digital Media exit competencies are evaluated using a Rubrics with a scale of 4=excellent, 3=good, 2=fair and 1=poor. We believe a score of 3+ for 75% of our students represents success in accomplishing our goals.

Assessment Results/Findings (if more than one measurement tool, list results for each tool separately):

Outcomes 1-5: A total of 13 Digital Media students completed the Digital Media assessment activities in the Capstone course in Fall, 2011 and Spring 2012. Here are the results.

	<b>COMP 1</b>	<b>COMP 2</b>	<b>COMP 3</b>	<b>COMP 4</b>	<b>COMP 5</b>
<b>SCORE</b>	<b>Design</b>	<b>Desktop Pub</b>	<b>2D Anim</b>	<b>Video</b>	<b>Graphics</b>
<b>4</b>	0	1	0	3	4
<b>3.5</b>	9	0	2	4	1
<b>3</b>	4	6	9	3	3
<b>2.5</b>	0	5	2	3	3
<b>2.0</b>	0	1	0	0	1
<b>1.0</b>	0	0	0	0	2

Using the Achievement Target of 3+ criteria for 75% of our students, the raw data is:

	<b>COMP 1</b>	<b>COMP 2</b>	<b>COMP 3</b>	<b>COMP 4</b>	<b>COMP 5</b>
<b>SCORE</b>	<b>Design</b>	<b>Desktop Pub</b>	<b>2D Anim</b>	<b>Video</b>	<b>Graphics</b>
<b>3+</b>	13	7	11	10	8
<b>&lt;3</b>	0	6	2	3	6
<b>Meet Target?</b>	Yes	No	Yes	Yes	No

Action Plan (close the loop):

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<b>3+</b>	13	7	11	10	8
<b>&lt;3</b>	0	6	2	3	6
<b>Meet Target?</b>	Yes	No	Yes	Yes	No

Action Plan (close the loop):

We are going to review the Rubrics (Outcomes) for FLASH and Video and look to making sure that the project lines up with the Outcomes in the Rubrics. Also expected Outcomes can be better addressed in the Instructions for the project.