Please submit this document to your Dean when completed.

Assessment Date: ____October 2013_______________________

Faculty Name(s): Isabel Reichert

1. Course Name and Number:

   MM - 106: Advanced Web Site Design

2. All Course SLOs from the Course Outline of Record:

   Student Learning Outcomes
   The student will:
   1. Employ image editing software to create comps, prototypes and optimized graphics for web sites.
   2. Employ advanced techniques in Dreamweaver including CSS3, HTML5, Spry, forms, JQuery, Media Queries and JavaScript behaviors.
   3. Identify and solve problems caused by browser incompatibilities in the structure of web pages.
   4. Apply design fundamentals and usability principles to web sites that are accessible to all users.
   5. Analyze and critique web sites based on professional standards.
   6. Develop flexible layouts that can be viewed on desktop computers, tablets and mobile devices.

3. Specific Course SLO(s) assessed as part of this project:

   1. SLO 1: Competence with the editing software and code;
   2. SLO 2: The project uses advanced techniques in Dreamweaver including CSS3, HTML5, Spry, forms, JQuery, Media Queries and JavaScript behaviors.
   3. SLO 3: The assignment demonstrates an understanding of the principles of User Experience (UX) design, ease of use, focus on user’s needs and design that is compatible with all browsers;
   4. SLO 4: Implementation of usability consideration such as ease of navigation and consideration of users with disabilities;
   5. SLO 4: Understanding of design fundamentals such as composition, alignment, colors, proximity, contrast
   6. SLO 1, 2: The project is complete and includes all aspects described in the assignment

4. Assessment strategy or tool used in the assessment. (Describe below, and if applicable copy/paste any additional related documents at end of this form (i.e. Rubric, score sheet, test questions, essay assignment, etc.):

   1. In class presentation of assignment: Students present their concepts to the class.
   2. Critique: Students give and receive feedback. In addition, students learn and use the specific terminology related to web design.

4. Blackboard discussion board: Students post their URLs and receive feedback from other students via blackboard.

**NOTE:** This will usually consist of things you are already using to evaluate student work, i.e. Final Exam questions, Final Essay, Final Presentation or Culminating Project, other Assignments, Portfolio Evaluation, Performance Assessment, Department Testing, Pre and Post Tests, Vendor or Industry Certification Examinations, Indirect Assessments (Student Surveys, Focus Group Discussions, Interviews), etc.

5. Specific aspects of the assessment tool which link up to specific Course SLOs being assessed (i.e. Which specific test questions measured which Course SLOs? Note: May describe with #4 above.):

Each project was evaluated and assessed by six primary criteria through a Rubric in blackboard:

1. **Craftsmanship:** demonstrate competence with the software and code (SLO 1, 2, 3, 4, 5);
2. **Design** (composition, alignment, colors, proximity, contrast), (SLO 4, 5);
3. **Usability:** Ease of navigation, consideration of users with disabilities (SLO 4, 5);
4. **User Experience:** user centric GUIs, ease of use, focus on user's needs (SLO 3, 4, 5, 6);
5. **Execution and completeness:** the project is complete and includes all aspects described in the assignment (SLO 1, 2);
6. **Innovation, complexity and Risk taking** (SLO 2);

6. Results and analysis of the data. *(Explain below and if applicable copy/paste any related documents, i.e. spreadsheets with data at the end of this document.):*

   Assessment Results:
   13 student assignments were assessed. 2 students did not submit an assignment.

   Mid-semester average for each of the above criteria:
   Please see the attached rubric statistic report

7. Describe any faculty dialogue that occurred as part of the assessment process (i.e. Were results shared at a department meeting? Was there discussion about changing any SLOs? Etc.):

   None at this time. Department meeting scheduled for this Spring.
8. **Next steps** (i.e. any planned revisions to curriculum or teaching strategies to promote student success, future assessment plans, etc.):

After reviewing the rubric statistic report, the overall results are reassuring. Of the 11 students assessed, 82% turned in an assignment that was fully complete and/or exceeded the assignment parameters. 73% of the students tested proficient in usability design, 23% tested competent.

The variety of ideas was fantastic, with 73% of the students demonstrating an above average understanding of concepts and a willingness to try new innovative web technologies.

Overall, the weakest number is the design rubric with 64% of the students testing competent and only 36% of the students testing proficient. A possible solution would be to allocate more class time to graphic user interface design principles.

9. **Results of implemented changes, if available at this time:**

Results not available at this time.

Please save your finished document in the following format:

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yyyysemester-sloa-courseid.doc
example: 2012fall-sloa-engl101c.doc
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