Design Arts | 2013-2014 Assessment Report

Program Outcome: Student can employ collaborative skills and comprehend the interrelationships among a range of professions when developing design outcomes.

Portfolios and projects from Design 131, Introduction to Design and Culture, Design 435, Publication Workshop and Design 437/438 Environmental Design II & III.

Design 131, Introduction to Design and Culture introduces group and collaborative design projects with a final research and design assignment using wiki websites as a platform for developing and presenting the materials. The wikis sites provide a digital record of participation, along with footnoting and credit notations requirements built into the assignments. The 48 students in the class are divided into twelve groups and generally create a division of labor that segregates research, writing and design. Groups tend to work face to face developing concepts for content and design and then assume individual responsibilities for assigned segments of the site. Students overall show an aptitude for working in a collaborative way both locally and then remotely using web technologies. This would seem to indicate good preparation in core supporting courses specifically Art 106, Design methods.

Design 435, Publications Workshop and Design 437/438 Environmental Design II & III are upper level project based courses that generate final projects that are a substantive record of both group and individual achievement. Design 435, Publications Workshop has the design and production of the Voyageur Magazine as the central concern. The 64 page historical publication is a collaboration with writers, editors, designers and commercial printers. The project is an actual client driven product with the Publisher from the Brown County Historical Society working directly with faculty Art directors and student designers. The magazine continues to be a highly regarded regional publication that has garnered many awards for design and content.

Design 437/438 Environmental Design II & III are client based projects that generally have architectural scale assignments that emphasize collaborative research, design and presentation work. The studios place a high value on the development of project management skills within the context of complex group assignments. The final product being the presentation of the group design effort in the form of presentation media, drawings and models.

How will you use what you've learned from the data that was collected?

Generally the outcomes in group collaboration has shown strength in programmatic efforts. The fledging efforts in Design 131 wiki site development has students adapting within their groups to immersion to a form of design and presentation technology that is new to most. Groups within the class naturally gravitate towards their best developed skill set while developing new skills in producing a variety of web design related skills and abilities.

Design 435 and Design 437/438 Environmental Design II & III are clear indications of strong outcomes in the specific category, as the products continue to show a very high level of accomplishment.

Improvements in this area could be made with a second level of web/interactive course work that has a group project as part of the course requirements. The need for individualized development of HTML and CSS knowledge precludes group work in our single web design studio. Future course work could emulated the format of Design 435, Publication Workshop in developing collective content and design themes, that ultimately require the application of group developed concepts towards individual components of a larger project effort.

Assessment shows an acceptable level of student achievement in this category given our program's limited resources.