

2022 Web Fundamentals Program Review

	SLO 2	70%	SP20	100%	✓
	SLO 3	70%	SP20	88%	✓
	SLO 4	70%	SP20	100%	✓
DMA C119	SLO 1	70%	FA20	100%	✓
	SLO 2	70%	FA20	100%	✓
	SLO 3	70%	FA20	100%	✓
	SLO 4	70%	FA20	100%	✓
	SLO 5	70%	FA20	100%	✓
DMA C131	SLO 1	70%	FA18	100%	✓
	SLO 2	70%	FA18	100%	✓
	SLO 3	70%	FA18	100%	✓
	SLO 4	70%	FA18	100%	✓
	SLO 5	70%	FA18	100%	✓
DMA C201	SLO 1	70%	SP21	83%	✓
	SLO 2	70%	SP21	83%	✓
	SLO 3	70%	SP21	83%	✓
	SLO 4	70%	SP21	83%	✓
	SLO 5	70%	SP21	72%	✓
DMA C211	SLO 1	70%	SP21	100%	✓
	SLO 2	70%	SP21	100%	✓
	SLO 3	70%	SP21	100%	✓
	SLO 4	70%	SP21	100%	✓
DMA C213	SLO 1	70%	FA21	88%	✓
	SLO 2	70%	FA21	88%	✓
	SLO 3	70%	FA21	100%	✓
	SLO 4	70%	FA21	100%	✓
	SLO 5	70%	FA21	88%	✓
DMA C280	SLO 1	70%	SU21	100%	✓
	SLO 2	70%	SU21	100%	✓
	SLO 3	70%	SU21	100%	✓
	SLO 4	70%	SU21	100%	✓
IT C101	SLO 1	70%	SP19	91%	✓
	SLO 2	70%	SP19	92%	✓
	SLO 3	70%	SP19	100%	✓

2.3.2 Evaluation of Student Learning Outcomes

DMA C102: Critique fine art, digital paintings, and iconography for use of design elements and principles. (60% met)

This outcome was deleted from a subsequent iteration of DMA C102 because it is superfluous to the essential skills of web design. Therefore, despite the outcome not being met, it was not reassessed. As recently as ten years ago, DMA C102 was an elective in the Associate of Arts Fine Art program, and the course accommodated skills to satisfy art and web design. The Fine Arts program was eliminated and replaced with a Studio Arts for Transfer degree, which no longer includes digital media arts courses.

DMA C107: Create aesthetic illustrations and designs that employ a grid system, gestalt principles, typographic principles, color theory, and usability. (55% met)

Clearly, there was a gap in some aspect of instructional delivery, but upon reflection, this outcome encompassed far too many variables and types of media (an illustration is distinct from a page design) to effectively assess. It was revised in Spring 2021. The new outcome is: Apply principles of page layout and typography to a brochure design. The new outcome exclusively focuses on page design. If a deficit remains, it will now be easier to identify where the gap in learning is occurring. The new outcome will be assessed in the coming Program Review cycle.

2.4 Planning

2.4.1 Planned Assessment Cycles for PLOs and SLOs

PLO Assessment Cycle

Program	PLO #	FA 2024	SP 2025	SU 2025	FA 2025	SP 2026	SU 2026
Web Professional							
	PLO 1				X	X	
	PLO 2						
	PLO 3				X	X	
	PLO 4						
	PLO 5				X	X	X
Web Fundamentals							
	PLO 1				X	X	
	PLO 2				X	X	
	PLO 3				X	X	
	PLO 4				X	X	
Digital Media/Marketing							
	PLO 1					X	
	PLO 2					X	
	PLO 3				X	X	
	PLO 4				X	X	

SLO Assessment Cycle

Course	SLO #	FA 2024	SP 2025	SU 2025	FA 2025	SP 2026	SU 2026
DMA C102	SLO 1	X					
	SLO 2	X					
	SLO 3	X					
	SLO 4	X					
	SLO 5	X					
DMA C107	SLO 1	X					
	SLO 2	X					
	SLO 3	X					
	SLO 4	X					
DMA C111	SLO 1	X					
	SLO 2	X					
	SLO 3	X					
	SLO 4	X					
DMA C113	SLO 1		X				