Discipline	Course Number	Title
Web Design and Development	210	WEB 210 10/11/2018-Web Development II
Division	Department	Faculty Preparer
Business and Computer Technologies	Digital Media Arts	Scott Shaper
Date of Last Filed Assessment Report		

I. Review previous assessment reports submitted for this course and provide the following information.

1. Was this course previously assessed and if so, when?

No

2. Briefly describe the results of previous assessment report(s).

3.

4. Briefly describe the Action Plan/Intended Changes from the previous report(s), when and how changes were implemented.

5.

II. Assessment Results per Student Learning Outcome

Outcome 1: Identify the HTML5 tags and attributes used in page layout, accessible markup and media-specific implementation as it regards to HTML5.

- Assessment Plan

    o Assessment Tool: Final Project

    o Assessment Date: Fall 2017

    o Course section(s)/other population: All

    o Number students to be assessed: All

    o How the assessment will be scored: Departmentally-developed rubric

    o Standard of success to be used for this assessment: At least 80% of the students will achieve an overall average of 75% or higher.

- Who will score and analyze the data: Departmental 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)
2017, 2016	2018, 2017, 2016	

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

# of students enrolled	# of students assessed
79	52

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.

Only the students that completed the final project were assessed. The other students had either withdrawn or did not do the final project. During this assessment cycle, 52 students out of the 79 students who took this course completed the final 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.

All students from all classes who completed the final project were assessed.

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

This assessment was evaluated based upon a final project that was due at the end of the semester. The final project consisted of the student having to create a web page based upon a design they had submitted and was approved. The design had to be a Photoshop file of a web page design. The overall score of the final project was derived from a departmental rubric that evaluated the final project based on the outcomes listed in the master syllabi.

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

According to the data, 80.7% of the students scored a 75% or higher on their final project.

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

> 80% of the students scored 75% or higher on this outcome based upon the final project. However, 76% of those students scored 90% or better. What this indicates is the students who passed a great majority of them passed with higher-than-average scores. So for this objective, the ratio of students who really demonstrated it well was 75%.

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 feel the students who did the work did a great job, and the data tends to support that. The strange thing about the data is that out of the students who did poorly (the 20%), all but one did fairly well on their other assignments, meaning they should have done fine on this assignment. This assignment is done at the end of the semester. It appears as if the student who did poorly could have done better but just gave up, perhaps because they knew they could pass without having to pass this assignment. I feel the course overall is okay, but improvements are constantly being made. One change I may make is to assess on more than one assignment. I think by doing that, I could show that more students are actually successful in this class than the assessment of one assignment tends to indicate.

Outcome 2: Identify the CSS properties and values used in page layout and advanced styling.

- Assessment Plan

  o Assessment Tool: Final Project

  o Assessment Date: Fall 2017

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  o Number students to be assessed: All

  o How the assessment will be scored: Departmentally-developed rubric

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  o Who will score and analyze the data: Departmental faculty

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Outcome 3: Implement modern accessibility techniques.

- Assessment Plan

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  - o Assessment Date: Fall 2017

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  - o How the assessment will be scored: Departmentally-developed rubric

  - o Standard of success to be used for this assessment: At least 80% of the students will achieve an overall average of 75% or higher.

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Outcome 4: Create valid graphical web page layouts that properly render cross-browser and cross-platform using a variety of techniques, both old and modern.

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assignment. I think by doing that I could show that more students are actually successful in this class then the evaluation of one assignment tends to indicate.

Outcome 5: Diagnose problems with a web page and make or document the corrections needed.

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III. Course Summary and Intended Changes Based on Assessment Results

1. Based on the previous report's Intended Change(s) identified in Section I above, please discuss how effective the changes were in improving student learning.

> 2.

3. 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 do believe this course is meeting the needs of the students. A person who has to create web pages in the industry must be able to build a web page based upon a Photoshop file. They also must understand responsive design, web accessibility, and JavaScript. This course gives them instruction in all of those areas, and this evaluation specifically evaluates them on the above-mentioned task. What surprised me was the student who did not score 75% or better on this project did so because they just chose not to do it, as their grades on other projects were very good. Also, of those students who scored higher than 75%, most of them scored higher than 90%, showing that the vast majority that passed this evaluation did very well.

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

> I will discuss the result of this assessment with fellow department faculty and see what can be done to improve things.

5.

Intended Change(s)

Intended Change	Description of the change	Rationale	Implementation Date
Other: Rubric	I will be adding a more accurate rubric to Blackboard in order to better grade the final project based upon the outcomes.	Currently, the assessment does not make a direct line to the particular outcomes. What was evaluated was a final project which did encapsulate the outcomes, but more generally. There was no specific measurement to an outcome. The rubric will help in making sure that the	2019

		evaluation of a part of the project matches the outcome that the student needs to show proficiency in.	

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

7.

III. Attached Files

Faculty/Preparer: Scott Shaper **Date:** 11/20/2018
Department Chair: Ingrid Ankerson **Date:** 11/28/2018
Dean: Eva Samulski **Date:** 12/05/2018
Assessment Committee Chair: Shawn Deron **Date:** 02/25/2019