Applied Art and Design Program
ISLOs, PSLOs, CSLOs, Mapping, and Assessment Plan

			Year 1		Year 2		Year 3		Year 4		Year 5		Year 6	
			F 2013	S 2014	F 2014	S 2015	F 2015	S 2016	F 2016	S 2017	F 2017	S 2018	F 2018	S 2019
INSTITUTIONAL STUDENT LEARNING OUTCOMES - ISLOs														
ISLO 1	**COMMUNICATION**													
1A	Read													
1B	Listen													
1C	Write													
1D	Dialogue													
ISLO 2	**TECHNOLOGY AND INFORMATION COMPETENCY**													
2A	Demonstrate Technical Literacy													
2B	Apply Technology													
2C	Access Information													
2D	Evaluate and Examine Information													
ISLO 3	**CRITICAL AND CREATIVE THINKING**													
3A	Inquire													
3B	Analyze													
3C	Problem Solve													
3D	Express													
ISLO 4	**CITIZENSHIP**													
4A	Ethics													
4B	Diversity													
4C	Sustainability/Global Awareness													
4D	Personal Responsibility													

	APPLIED ART AND DESIGN PROGRAM OUTCOMES - PSLOs	Related ISLOs	Enter "X" in boxes as appropriate												
PSLO A	Generate design solutions integrating concept, content and form, and produce a workflow consisting of the many phases of the design process.	1C; 3D												
PSLO B	Critique and communicate elements and principles of design as applied to contemporary and historical design.	1B, 1C, 1D, 3A, 3B, 4A, 4B, 4C												
PSLO C	Create designs for various delivery methods such as print, web and multimedia, utilizing the appropriate formats required.	2A, 2B, 2D; 3A, 3C, 3D												
PSLO D	Prove a command of industry standard software applications in preparation for the job market in the fields of design, illustration and/or multimedia.	2A, 2B, 2C, 2D; 3A, 3D; 4A												
PSLO E	Develop a portfolio of work that illustrates the styles, medium and subject area of interest to the student.	1A,1B,1C,1D, 4A,4C,4D												
PSLO F	Demonstrate knowledge of the key principles of copyright, fair use, public domain and the use of appropriated images and content in design projects.	1A, 1B, 1C, 1D; 4A, 4C, 4D												
	Total Number of Program Outcomes (manually enter)	6	6	6	6	6	6	6	6	6	6	6	6	6
	Number of Program Outcomes Assessed (per formula)		0	0	0	0	0	0	0	0	0	0	0	0
	Percentage of Program Outcomes Assessed (per formula)		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Illustration degree - same as the PSLOs.														
Illustration certificate - same as the PSLOs.														
Multimedia degree - same as the PSLOs.														
Multimedia certificate - same as the PSLOs.														
Graphic Design degree-same as the PSLOs														
Graphic Design degree-same as the PSLOs														

	Applied Art and Design COURSE OUTCOMES - CSLOs	Related PSLO												
	AAD 0012 Visual Communication (also COMM 12)		Enter "X" in boxes as appropriate												
CSLO 1	Distinguish the influence of physical, biological, psychological, and cultural factors upon visual communication.	B,F												
CSLO 2	Critique visual messages from various theoretical perspectives including design principles.	B												
CSLO 3	Create and evaluate persuasive messages directed toward specific audiences.	A,B		C							C			
	AAD 0020 Portfolio Development and Presentation													
CSLO 1	Investigate and identify the necessary elements that make a professional portfolio.	C,D,E												
CSLO 2	Design and synthesize materials into a cohesive professional portfolio with a specific target audience.	A,B,C,E			C							C		P
CSLO 3	Present portfolio in a professional manner for critique and feedback and develop an understanding of professional practices and presentational skills.	D,E,F												
CSLO 4	Evaluate and critique the portfolio and presentation of peers.	B,E,F												

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	CSLO	Description	Map	Year 1 F 2013	Year 1 S 2014	Year 2 F 2014	Year 2 S 2015	Year 3 F 2015	Year 3 S 2016	Year 4 F 2016	Year 4 S 2017	Year 5 F 2017	Year 5 S 2018	Year 6 F 2018	Year 6 S 2019
AAD 0030 Photographing Works of Art (also PHOT 30)		*Enter "X" in boxes as appropriate*													
	CSLO 1	Compare and contrast exposure meters and methods, cameras and lenses, lighting and other equipment choices.	C												
	CSLO 2	Compose, light and expose 2D and 3D art objects.	C												
	CSLO 3	Evaluate photographic results for suitable use, sharpness, exposure, contrast control, color, lighting and framing.	C												
AAD 0044 Sketching for Design															
	CSLO 1	Create using thumbnail sketches, concept drawings and final mock-up drawings, design solutions for advertising, product development, time-based media, logo design, graphics and print.	A,B												
	CSLO 2	Evaluate through class discussions and critique, completed projects in terms of drawing technique, composition, aesthetic communication, historical/cultural references and meeting project criteria.	B,C										C		P
	CSLO 3	Develop and strengthen personal creative expression and portfolio preparation through creation of personal sketchbooks, drawings for classwork, and independent drawing.	C,E												
AAD 0052 Publication Design I															
	CSLO 1	Synthesize basic elements of typography and the correct use of type for headlines and body copy and placetext and integrate graphics into publication design documents.	A,B,D										C		
	CSLO 2	Create a camera-ready page using elements of page design, composition and presentation, and identify the various functions performed by service bureaus.	A,B,C,D			C									
	CSLO 3	Evaluate and critique page layout and design in terms of composition and presentation and legal issues.	B,F												
AAD 0053 Publication Design II															
	CSLO 1	Design effective publication layout and design through integration of text and graphics into multi-page design documents using advanced techniques in creation of multiple master pages, style sheets and pagination.	A,B				C								
	CSLO 2	Generate camera-ready design documents created with elements of page design and composition, and prepare files to effectively work with service bureaus and printers.	C,D												
	CSLO 3	Formulate critique of page layout and design strategies used in preparation of designs in terms of composition and presentation.	B,D,F												
AAD 0054 Typography		*Enter "X" in boxes as appropriate*													
	CSLO 1	Develop a range of historical typographical styles and applications in class projects through study of the historical evolution of typography in language and print.	A,B,E,F			C									
	CSLO 2	Develop a broad range of design concepts and apply them to various design problems using typographical principles; identifying the basic elements and correct use of type.	A,B,D										C		
	CSLO 3	Critique page layout and design in terms of typography, composition, page layout and design in terms of client presentation.	B												
AAD 0055 Illustration (also ART 55)															
	CSLO 1	Synthesize works of different historical periods, cultures, and traditions of illustrations and develop specific concepts in a variety of these historical and illustration styles.	A,B												
	CSLO 2	Construct a typical illustration assignment in a professional manner and formulate the steps involved in developing an illustration from working with the client to final artwork.	A,B,C												
	CSLO 3	Initiate an understanding of professional practices in pricing and preparation of contracts and building client relationships.	E,F												
AAD 0060 Graphic Design: Principles and Process															
	CSLO 1	Synthesize the basic principles and elements of design including line, shape, color, texture and pattern, typography, composition, balance, visual hierarchy, rhythm, proportion and scale.	B									C			
	CSLO 2	Create multiple design concepts and apply the to various graphic problems and produce design comprehensives for client presentations.	A,C,D												P
	CSLO 3	Critique layout and design in terms of composition and presentation.	A				C								
AAD 0061 Graphic Design II: Digital Design and Production															
	CSLO 1	Create mechanical and digital files for reproduction and produce camera-ready art for offset printing using current computer software.	A,C,D						C						
	CSLO 2	Synthesize the basic elements, correct use of type, and aesthetic principles of layout and design for print in course projects.	A,B												
	CSLO 3	Prepare file for color separations and spot colors; and identify elements of creating mechanicals and digital image files for reproduction.	C,D,F												
	CSLO 4	Formulate critique of page layout and design strategies used in preparation of designs in terms of composition and presentation.	F												
AAD 0062 Graphic Computer Illustration		*Enter "X" in boxes as appropriate*													
	CSLO 1	Develop strategies for creating illustration to represent a theme in print projects including sketches, mockups and finished designs.	A,B							C		C			
	CSLO 2	Develop camera ready art for offset printing utilizing the appropriate formats required.	C,D,E												
	CSLO 3	Assemble strategies for creating multimedia, web page and other electronic forms of illustration and design appropriate for electronic media.	A,B,C												P
AAD 0066 Business Practices for the Applied Arts															

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CSLO 1	Create a business identity and identify the various city and county licenses required to operate a small business.	D,F												
CSLO 2	Develop familiarity with the state sales tax, Board of Equalization and the use of the resale license and identify federal and state tax filing requirements.	D						C						
CSLO 3	Synthesize business ethics and procedures and demonstrate appropriate use of copyright laws in protecting creative ideas.	F												
	AAD 0070 Introduction to Digital Design													
CSLO 1	Develop original projects using the basic fundamentals of composition and principles of layout and design including importing text and images, selecting and manipulating type, creating vector graphics and demonstrating increased knowledge, understanding and skills related to digital art and design.	A,B,C,D			C									
CSLO 2	Evaluate projects for effective visual communication through class critique or preparing comparative choices, or through written assignments.	B			C									P
CSLO 3	Synthesize copyright issues for use of source materials, including masterworks of artists, illustrators, photographers, designers and historical references in creating original compositions.	F												
	AAD 0071 Introduction to Digital Painting (also ART 71)													
CSLO 1	Apply terminology and techniques applicable for digital painting including the correct use of the software application interface and tools.	A,C,D												
CSLO 2	Create artwork with various brushes and painting techniques using creativity for a multitude of export options.	A,B			C									
CSLO 3	Synthesize various types of media into finished projects demonstrating understanding of copyright issues and professional practices.	C,D,F								C				
CSLO 4	Critique effectiveness of finished works.	B,E												
	AAD 73 Digital Art Studio: Concepts and Practices													
CSLO 1	media works, identifying similarities and differences between art and design.	B												P
CSLO 2	Create multimedia artworks using a variety of software applications, technologies, output options, and conceptual approaches.	A, C, D								C				
CSLO 3	Prepare and present completed artworks for critique.	B, C, D												
CSLO 4	Critique final artwork, evaluating effectiveness of these works and how they fit into the trajectory of the digital and new media art field.	B, E												
	AAD 0075 Introduction to Digital Imaging (also PHOT 75)		Enter "X" in boxes as appropriate											
CSLO 1	Analyze and select various digital input methods and software enhancements for accurate digital reproduction and creative visual effects.	C,D												
CSLO 2	Distinguish between various file formats, vector vs. raster files, and apply digital tools using non-destructive techniques.	C,D									C			
CSLO 3	Investigate historical and contemporary influences, as well as ethical and legal issues regarding electronic imaging.	B,F									C			
CSLO 4	Create images that demonstrate a mastery of digital enhancement techniques including proper tone and color, retouching, image montage, and file preparation for various types of output.	C,D,E												
	AAD 0076 Advanced Projects in Digital Imaging (also PHOT 76)													
CSLO 1	Create complex multi-layer photographic illustrations with computer graphics software.	D,E									C			
CSLO 2	Apply principles of image adjustment, sizing and correction to prepare digital photographs and photographic illustrations for a variety of output devices.	C,D												
CSLO 3	Prepare both still and motion graphics projects meeting design specifications.	A,C,D												
	AAD 0079 Introduction to Video Production (also COMM 31A)													
CSLO 1	Apply terminology related to video production.	B,D,F												
CSLO 2	Apply processes related to video production, including camera work, application of lighting, and sound capture in both solo and group projects.	A,B,C,D				C								
CSLO 3	Prepare finished videos using simple editing techniques, including the creation of titles and effects.	A,C,D												
CSLO 4	Critique effectiveness of finished projects.	B,E,F												
	AAD 0082 Intermediate Digital Filmmaking													
CSLO 1	Analyze the aesthetics of composition, cinematography, screenwriting, editing and sound design in finished projects.	B												
CSLO 2	Determine story objectives related to advanced digital filmmaking and write a script capable of production.	A												
CSLO 3	Generate sophisticated lighting schemes to be used during production.	A												
CSLO 4	Demonstrate advanced skills in directing, production, cinematography, editing and sound mixing.	A, C, D												
CSLO 5	Critique effectiveness of finished digital films using written and verbal skills.	B												
	AAD 0083 Introduction to Three-Dimensional Modeling		Enter "X" in boxes as appropriate											
CSLO 1	Investigate requirements for 3D animations and projects, including software and hardware options and requirements.	B,D												
CSLO 2	Design and construct 3D models and projects using professional techniques and processes, such as lighting and surface applications.	A,C,D					C					C		
CSLO 3	Critique the effectiveness of completed 3D projects.	B,E												

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AAD 0085 Introduction to Web Design														
CSLO 1	Apply correct web design terminology.	B,D												
CSLO 2	Demonstrate proper file management techniques for creating web sites.	B,C,D									C			
CSLO 3	Distinguish between the process of applying structure and design in the creation of finished web pages.	B,C,D			C									
CSLO 4	Develop web pages that promote usability and accessibility for a broad population through the use of design considerations as well as proper coding practices.	B,D,F												
CSLO 5	Critique the effectiveness of completed web sites.	C,D,E												
AAD 0086 Intermediate Web Design														
CSLO 1	Prepare and develop an effective workflow for creating websites including site management, designing comps, and application in code.	A,B,C,D												
CSLO 2	Synthesize various media elements into a cohesive website, including the use of graphics and images, interactive elements, CSS and code.	A,B,E,F				C								
CSLO 3	Manipulate technologies for enhanced usability, accessibility, and Search Engine Optimization for access by broad populations.	C,F												
AAD 0087 Management Systems for Designers														
CSLO 1	Prepare a workflow identifying the required technical applications for developing a Content Management System website on a local server.	A												
CSLO 2	Implement custom design solutions while working in a Content Management System through the use of CSS, images, graphics and typography.	C, D												
CSLO 3	Troubleshoot common issues related to working with a Content Management System, including software updates, creating backups and technical issues.	D												
AAD 0089 Documentary Filmmaking (also PHOT 89)														
CSLO 1	Identify subject matter and apply research methods to prepare for the production of a documentary film.	A												
CSLO 2	Prepare pre-production materials such as story-rights contracts, releases and film permits.	A												
CSLO 3	Apply processes of producing an interview through camera work, sound recording and lighting application.	C, D												
CSLO 4	Critique finished works using terminology from class discussions related to documentary filmmaking.	B												
AAD 0090 Interactivity and Animation for the Web														
CSLO 1	Apply correct terminology, techniques and processes related to animation and multimedia in order to create finished projects for various output methods.	A,B,C,E												
CSLO 2	Prepare for time-based media projects using techniques related to storytelling such as storyboards, script development and sketching.	A,D												
CSLO 3	Prepare and assemble graphics, images and sound for use in various types of animations, including frame-by-frame, tweens, and interactive projects.	A,C,E												
CSLO 4	Apply scripting for control of animations and interactive projects.	B,C,D												
CSLO 5	Formulate an understanding of techniques and processes used to create animations and interactive projects for various media output requirements.	A,C,D,E						C						
AAD 0093. Introduction to Motion Graphics														
CSLO 1	Identify and apply the elements and principles of design in motion graphics projects.	B												
CSLO 2	Demonstrate an understanding of the usage of industry software for motion graphics projects.	D												
CSLO 3	Produce and apply a workflow for a finished project which includes research, storyboarding, development and editing.	A												
CSLO 4	Incorporate various types of media elements, such as audio, video, vector and bitmap graphics, successfully into a motion graphics project.	D, F												
CSLO 5	Critique finished works using terminology from class discussions related to design, intention, and issues specific to time-based media.	B, E												
Total Number of Courses (from last number assigned)			#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!
Total Number of CSLOs (manually enter)														
Number of CSLOs Assessed Per Semester (per formula)			0	0	0	0	0	0	0	0	0	0	0	0
Percentage of CSLOs Assessed (per formula)			#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Number of Courses Assessed Per Semester (manually enter)														
Percentage of Courses Assessed (per formula)			#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!

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Year 1		Year 2		Year 3		Year 4		Year 5		Year 6	
F 2013	S 2014	F 2014	S 2015	F 2015	S 2016	F 2016	S 2017	F 2017	S 2018	F 2018	S 2019