Assessment of Program Student Learning Objectives (SLOs)
SLO Survey of Degree Earners
Digital Media: Graphic Design AA Degree
Summer 2012 – Spring 2014

	# of Respondents	Agree Strongly	Agree	Disagree	Disagree Strongly	Mean Score
Analyze, compare and contrast the effectiveness of their own original design work and the work of others.	1	100.0%	---	---	---	4.00
Design and produce original solutions to graphic problems using technology and software central to the graphics industry effectively.	1	100.0%	---	---	---	4.00
Synthesize visual solutions to graphic problems by integrating information and ideas.	1	100.0%	---	---	---	4.00

Notes: The data presented here are derived from an online survey sent to all CSM degree earners, Summer 2012-Spring 2014. Award earners are asked to indicate the extent to which they agreed with statements regarding student learning outcomes associated with their program. "Mean Score" is derived by assigning numeric values to each response (where 1="Disagree Strongly", 2="Disagree", 3="Agree", and 4="Agree Strongly") and calculating the mean of all responses for a given question item.

Assessment of Program Student Learning Objectives (SLOs)
SLO Survey of Certificate Applicants
Digital Media: Graphic Design Certificate of Achievement
Spring 2013 – Spring 2014

CSM

Program SLO Statements

		# of Respondents	Agree Strongly	Agree	Disagree	Disagree Strongly	Mean Score
1.	Collaborate effectively with project team members and industry professionals	1	100.0%	0.0%	0.0%	0.0%	4.00
2.	Create an original portfolio in order to pursue employment or college transfer opportunities	2	100.0%	0.0%	0.0%	0.0%	4.00
3.	Create original graphic design projects using comprehensive design, production, and business techniques	2	100.0%	0.0%	0.0%	0.0%	4.00
4.	Demonstrate a holistic understanding and practical ability to complete an industry standard graphic design project from inception to completion	2	100.0%	0.0%	0.0%	0.0%	4.00

Note: "Mean Score" is derived by assigning numeric values to each response (where 1="Disagree Strongly", 2="Disagree", 3="Agree", and 4="Agree Strongly") and calculating the mean of all responses for a given question item.

NOTE: The data presented here are derived from an online survey sent to all CSM certificate applicants, Spring 2013-Spring 2014. Award earners are asked to indicate the extent to which they agreed with statements regarding student learning outcomes associated with their program.

Assessment of Program Student Learning Objectives (SLOs)
SLO Survey of Certificate Earners
Digital Media: Graphic Production
Certificate of Specialization

Spring 2013 – Spring 2014

	# of Respondents	Agree Strongly	Agree	Disagree	Disagree Strongly	Mean Score
Demonstrate a holistic understanding and practical ability to complete production cycles of graphic design / web design projects.	1	100.0%	---	---	---	4.00
Demonstrate the ability to communicate effectively to team members or clients regarding graphic design / web design production techniques and solutions.	1	100.0%	---	---	---	4.00
Produce graphic design / web design projects using comprehensive production techniques.	1	100.0%	---	---	---	4.00

Note: "Mean Score" is derived by assigning numeric values to each response (where 1="Disagree Strongly", 2="Disagree", 3="Agree", and 4="Agree Strongly") and calculating the mean of all responses for a given question item.