

University of Louisiana at Lafayette

Detailed Assessment Report 2015-2016 Visual Arts BFA

As of: 11/04/2016 01:47 PM CENTRAL

(Includes those Action Plans with Budget Amounts marked *One-Time, Recurring, No Request.*)

Mission / Purpose

VIAR 409 and 410, sequential 3 credit hour capstone courses taken throughout the senior year, are devoted to the development of independent studio research and the preparation of professional skills and career goals for visual artists (studio and graphic design). The two semesters are structured to foster self-discovery through rigorous and sustained studio experimentation, moving towards the cultivation of a body of work and the Bachelor of Fine Arts Exhibition. A student selected three- person faculty committee including the senior professor in the student's area of concentration guides this self-generated exploration. Each student meets with his or her faculty committee in solo critiques on at least five occasions during the two-semester sequence.

Other areas of emphasis include the ongoing development of a written artist's statement as well as a written statement addressing significant influences pertinent to the development of studio work; assigned readings; guest artist lectures; discussions pertaining to preparation for graduate schools, exhibiting work, and other professional opportunities. In the 410 course additional emphasis is placed on professional documentation of studio work through CD-R, DVD and print formats, as well as resume preparation.

At the end of the semester the senior professor in each concentration is asked to submit an evaluation addressing categories under Goals 1 and 2 listed below for each student in their respective concentration. In addition the primary instructor of this course in collaboration with one additional colleague in the Department of Visual Arts evaluates the final portfolio of the entire class including all written statements, digital image and resume documentation, and the evaluations of the senior professors by concentration.

Goals

G 1: goal 1: DEVELOPMENT OF ANALYTICAL AND CRITICAL SKILLS DEMONSTRATED THROUGH ORAL AND WRITTEN COMMUNICATION
DEVELOPMENT OF ANALYTICAL AND CRITICAL SKILLS DEMONSTRATED THROUGH ORAL AND WRITTEN COMMUNICATION,

The studio art student will be able to write an Artist's Statement, Statement of

Influence / Research: Statement that provides an overview of research resources significant to the formal and conceptual development of the student's work.

G 2: DEVELOPMENT OF INDEPENDENT RESEARCH SKILLS CULMINATING IN THE BFA SENIOR EXHIBITION

The student will be able to develop a sustained work ethic toward the development of a body of work that demonstrates a Conceptual Maturation, and a resolution of studio work by developing a complete body of work.

G 3: DEVELOPMENT OF SKILLS RELATED TO THE DOCUMENTATION AND PROMOTION OF PROFESSIONAL PRACTICE

The student will be able to develop the ability to document their portfolio of work to include digital documentation of studio work and resume documentation.

Student Learning Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 1: goal 1

Studio Concentrations:

This goal will be measured through student written artist statements will be measured by the following guideline: "Statement should summarize the primary direction of the thesis in a clear and concise" and student written statement of influences will be measured by the following guideline: "Statement should provide a two to three page overview of research resources significant to the formal and conceptual development of the student's work manner; key conceptual and formal considerations in the work should be addressed".

Graphic Design Concentration:

This goal will be measured through student written design briefs. The writing samples will address key criteria for a designed object or larger marketing and advertising campaign. Key criteria each group worked with where: defining the problem, establishing a demographic, and a plan of how to market to that group. And This goal will be measured through student written statements. The writing samples will address key demographic information about the work they are developing for their senior thesis work. Statements will also summarize formal and conceptual concerns and how that relates to the main audience.

At the end of the semester faculty teaching VIAR 409/410 will be instructed to collect a sampling of student work that was reflective of this goal from their entire semester. 2 faculty teaching in the Departments studio areas will evaluate this sample. A Target of 70% will achieve each aspect of this goal.

Related Measures

M 1: Goal 1

At the end of the semester faculty teaching VIAR 409/410 will be instructed to collect a sampling of student work that was reflective of this goal from their entire semester. 2 faculty teaching in the Departments studio areas will evaluate this sample. A Target of 70% will achieve each aspect of this goal.

Source of Evidence: Portfolio, showing skill development or best work

Target:

A Target of 70% will achieve each aspect of this goal.

Finding (2015-2016) - Target: **Met**

Studio Concentration:

A.) Artist Statement should summarize the primary direction of the thesis in a clear and concise manner; key conceptual and formal considerations in the work should be addressed.

Meets Exceeds Does Not Meet * Statement of Influence / Research 16 (67%)
6 (25%) 2 (8%)

B.) Statement should provide a two to three page overview of research resources significant to the formal and conceptual development of the student's work.

*Artist'sStatement 17 (71%) 6 (25%)

Graphic Design Concentration:

A.) This goal will be measured through student written documents. The writing samples will address key criteria relating to historical subject matter. 20%_ Exceeds Expectations, 70%_ Meets Expectations, 10%_ Does Not Meet Expectations

B.) This goal will be measured through student written statements. The writing samples will address key demographic information about the work they are developing for their senior thesis work. Statements will also summarize formal and conceptual concerns and how that relates to the main audience. 10%_ Exceeds Expectations, 60%_ Meets Expectations, 30%_ Does Not Meet Expectations

Related Action Plans (by Established cycle, then alpha):

goal 1

Studio Concentration:

All faculty members read and offer feedback on the quality and substance of these writing requirements, as well as on the verbal articulation of the student in critiques and committee review meetings. Strong critical feedback is necessary to increase the success rate for the Artists' Statement and Statement of Influence. To this end critical review should be offered early, in writing, and emphasis placed on multiple revisions if necessary.

Graphic Design Concentration:

No adjustments being made.

Established in Cycle: 2015-2016

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Goal 1 | **Outcome/Objective:** goal 1

SLO 2: goal 2

Studio Concentration: This goal will be measured through student written artist statements will be measured by the following guideline: "Statement should summarize the primary direction of the thesis in a clear and concise" and student written statement of influences will be measured by the following guideline: "Statement should provide a two to three page overview of research resources significant to the formal and conceptual development of the student's work manner; key conceptual and formal considerations in the work should be addressed".

Graphic Design Concentration: This goal will be measured through student written design briefs. The writing samples will addresses key criteria for a designed object or larger marketing and advertising campaign. Key criteria each group worked with where: defining the problem, establishing a demographic, and a plan of how to market to that group. And This goal will be measured through student written statements. The writing samples will address key demographic information about the work they are developing for their senior thesis work. Statements will also summarize formal and conceptual concerns and how that relates to the main audience.

At the end of the semester faculty teaching VIAR 409/410 will be instructed to collect a sampling of student work that was reflective of this goal from their entire semester. 2 faculty teaching in the Departments studio areas will evaluate this sample. A Target of 70% will achieve each aspect of this goal.

Related Measures**M 2: Goal 2**

At the end of the semester faculty teaching VIAR 409/410 will be instructed to collect a sampling of student work that was reflective of this goal from their entire semester. 2 faculty teaching in the Departments studio areas will evaluate this sample. A Target of 70% will achieve each aspect of this goal.

Source of Evidence: Portfolio, showing skill development or best work

Target:

At the end of the semester faculty teaching VIAR 409/410 will be instructed to collect a sampling of student work that was reflective of this goal from their entire semester. 2 faculty teaching in the Departments studio areas will evaluate this sample. A Target of 70% will achieve each aspect of this goal.

Finding (2015-2016) - Target: Met

Studio Concentration:

The student is expected to exercise a sustained work ethic toward the development of a body of work. A disciplined and rigorous studio work schedule is emphasized toward the maturation of this goal.

Meets Exceeds Does Not Meet

* Conceptual Maturation 12 (50%) 8 (33%) 4 (17%)

The student is expected to responsibly engage in self-generated and faculty guided research toward the conceptual development of their thesis.

Meets Exceeds Does Not Meet * Resolution of studio work 10 (42%) 9 (38%) 5 (20%)

The student is expected to bring a body of work to formal and conceptual completion.

Graphic Design Concentration:

VIAR 409

This goal will be measured through the development of a cultivated body of work in their concentration. This body of work will have examples of a logo, stationery and paper system and an advertising campaign. The body of work should contain strong, visually consistent brand.

60%_ Exceeds Expectations, 20%_ Meets Expectations, 20%_ Does Not Meet Expectations

VIAR 410

This goal will be measured through the development of a cultivated body of work consisting of 12 to 18 pieces for presentation to a final committee of professional designers. This body of work will have examples of a visual identity, write creative copy and document their work for both print and web formats.

30%_ Exceeds Expectations, 50%_ Meets Expectations, 20%_ Does Not Meet Expectations

Related Action Plans (by Established cycle, then alpha):

Goal 2

Studio Concentration:

Continue to emphasize the development of analytical and critical skills applied to both oral and written communication, technical proficiency, and a spirit of experimentation related to innovative conceptual research.

Graphic Design Concentration:

No adjustments planned.

Established in Cycle: 2015-2016

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Goal 2 | **Outcome/Objective:** goal 2

SLO 3: goal 3

Studio Concentration: Goal 2 for each student in their respective concentration. In addition the primary instructor of this course in collaboration with one additional colleague in the Department of Visual Arts evaluates the final portfolio of the entire class including all written statements, digital image and resume documentation, and the evaluations of the senior professors by concentration.

Graphic Design Concentration: This goal will be measured through student written design briefs. The writing samples will address key criteria for a designed object or larger marketing and advertising campaign. Key criteria each group worked with where: defining the problem, establishing a demographic, and a plan of how to market to that group. Also, this goal will be measured through the development of a cultivated body of work in their concentration. This body of work will have examples of a logo, stationery and paper system and an advertising campaign. The body of work should contain strong, visually consistent brand and be consist of 12 to 18 pieces, and be presented presentation to a committee of professional designers.

At the end of the semester faculty teaching VIAR 409/410 will be instructed to collect a sampling of student work that was reflective of this goal from their entire semester. 2 faculty teaching in the Departments studio areas will evaluate this sample. A Target of 70% will achieve each aspect of this goal.

Related Measures

M 3: Goal 3

At the end of the semester faculty teaching VIAR 409/410 will be instructed to collect a sampling of student work that was reflective of this goal from their entire

semester. 2 faculty teaching in the Departments studio areas will evaluate this sample. A Target of 70% will achieve each aspect of this goal.

Source of Evidence: Portfolio, showing skill development or best work

Target:

A Target of 70% will achieve each aspect of this goal.

Finding (2015-2016) - Target: Met

Studio Concentration:

These areas are measured by the quality of digital documentation of studio work and resume documentation according to standardized criteria as outlined in selected internet sites specializing in resume preparation. Assessment to be made by the Senior Project Coordinator in collaboration with at least one other Visual Arts Department faculty representative.

Meets Exceeds Does Not Meet * Digital Documentation 16 (67%) 3 (13%) 5 (20%)

The student is expected to provide digital documentation of their primary work(s) produced for the BFA Senior Exhibition including a disk of all pertinent images as well as selected prints to be included in a notebook portfolio and submitted at the end of the semester.

Meets Exceeds Does Not Meet

* Resume Documentation 22 (92%) 0 2 (8%)

Graphic Design Concentration:

The goal will be assessed through the quality of digital documentation of studio work and résumé documentation according to standardized criteria. The students' portfolio will demonstrate skills that involve digital photography with the understanding of lighting, environmental considerations, and presentation of written text. B.) Résumé Documentation Students will research assigned website and text resources addressing résumé preparation appropriate to their discipline. Assessment to be made by the graphic design faculty.

40%_ Exceeds Expectations, 30%_ Meets Expectations, 30%_ Does Not Meet Expectations

page3image7840

Related Action Plans (by Established cycle, then alpha):

Goal 3

Studio Concentration:

Early due dates are necessary to monitor technical processes involved in digital documentation to better insure quality control and to provide ample time to improve documentation and presentation of imagery as well as resume preparation. Criticism in writing at the time of preliminary reviews is especially helpful.

Graphic Design Concentration:

No adjustments planned

Established in Cycle: 2015-2016

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Goal 3 | **Outcome/Objective:** goal 3

Analysis Questions and Analysis Answers

How were assessment results shared and evaluated within the unit?

results of the assessments were shared with all faculty involved in the assessment. this was done through written documents developed by all the faculty involved in the process.

Identify which action plans [created in prior cycle(s)] were implemented in this current cycle. For each of these implemented plans, were there any measurable or perceivable effects? How, if at all, did the findings appear to be affected by the implemented action plan?

There were improvement in all the goals related to student outcomes and all targets were met. Faculty made adjustments to instruction in all goals and improvements were measurable.

The following were adjustments made during this cycle to improve student outcomes:

Goal 1:

The following adjustments to course delivery were the following:

All faculty members read and offered feedback on the quality and substance of these writing requirements, as well as provided verbal articulation of the student in critiques and committee review meetings. Faculty also provided stronger critical feedback that provided an increase to the success rate for the Artists' Statements in particular. Additionally, critical review was offered earlier, in writing, and emphasis placed on multiple revisions.

Goal 2:

Faculty established earlier due dates to monitor technical processes involved in digital documentation, to better insure quality control, and provide ample time to correct documentation and presentation of imagery and resume preparation. Faculty provided criticism in writing at the time of preliminary reviews. In addition, faculty continued to participate in formally evaluating seniors on whose committee they served on in particular those in their perspective concentrations through written evaluation at the conclusion of the semester. Portfolio documentation including digital documentation of art work, Artists' Statements, and a Resume were required for all seniors with particular emphasis in the second course of the sequence.

In the Graphic Design side of Senior Project:

Faculty improved demonstrations with an emphasis on the standard of craftsmanship that is expected. Faculty made handouts for demonstrations accessible through Moodle and incorporated more samples of work into the structure of the class.

Faculty focused research for design critiques on contemporary design. Demonstrated proper research including citations from books and magazines and develop a standard for documenting this research without the need for a written statement.

Faculty provided suggestions for improvement and give demonstrations on correct documentation practices focusing on the use of photographic equipment, editing software and print production to ensure improved results.

Goal 3:

Faculty provided additional instruction in the issues concerning quality of digital documentation of studio work and resume documentation according to standardized criteria as outlined in selected internet sites specializing in resume preparation. Students were expected to provide digital documentation of their primary work(s) produced for the BFA Senior Exhibition including a disk of all pertinent images as well as selected prints to be included in a notebook portfolio and submitted at the end of the semester. The students' portfolio demonstrated that demonstrated skills that involved digital photography with the understanding of lighting, environmental considerations, and presentation of written text. B.) Résumé Documentation Students will research assigned website and text resources addressing résumé preparation appropriate to their discipline.

What has the unit learned from the current assessment cycle? What is working well, and what is working less well in achieving desired outcomes?

The unit saw improvements in all goals and plans to continue to all instructional strategies that were implemented during this cycle.