Assessment: Program Assessment Plan

Program (CT)- BAS- Graphic Communications

Unit Mission: The mission of the Bachelor of Applied Science is to fulfill and to extend the mission and philosophy of Great Basin College by providing a distinctive baccalaureate degree that builds upon the technical skills and knowledge acquired in attaining an Associate of Applied Science and, in particular cases, an Associate of Science or Associate of Arts degree. In this endeavor, the program is designed to instill abilities and qualities of competence, personal communication, management, and decision making within a broader context than a single vocation. The program will build on the individual's current vocational abilities and provide additional managerial skills within a specific field of emphasis. Those completing the program should then be prepared to competently and efficiently engage their chosen vocational field as either highly trained technicians or effective managers.

Outcome: Analyze businesses and organizations in order to design and develop logos

Analyze businesses and organizations in order to design and develop logos and identities that are effective and appropriate.

Outcome Status: Active
Assessment Year: 2015-2016
Start Date: 05/15/2016

Assessment Measures

Assignment - Project - Portfolios from GRC 490 or GRC 492 will be used to measure this outcome. (Active)
Criterion: 80% of students will earn 70% for their Portfolios in GRC 490 or GRC 492.

Outcome: Execute the processes

Execute the processes to design, produce, and manage websites for businesses and organizations.

Outcome Status: Active
Assessment Year: 2016-2017
Start Date: 05/15/2017

Assessment Measures

Assignment - Project - Portfolios from GRC 490 or GRC 492 will be used to measure this outcome. (Active)
Criterion: 80% of students will earn 70% for their Portfolios in GRC 490 or GRC 492.

Outcome: Demonstrate the skills and abilities needed to design and manage

Demonstrate the skills and abilities needed to design and manage production of advertisements for multiple forms of media.

Outcome Status: Active
Assessment Year: 2017-2018
Start Date: 05/14/2018

Program (CT)- BAS- Graphic Communications

Outcome: Design and manage production of collateral materials

Design and manage production of collateral materials (e.g., business cards, brochures, newsletters, annual reports, letterhead, envelopes, mailers, promotional materials) for businesses and organizations.

Outcome Status: Active
Assessment Year: 2018-2019
Start Date: 05/13/2019

Assessment Measures

Assignment - Project - Portfolios from GRC 490 or GRC 492 will be used to measure this outcome. (Active)
Criterion: 80% of students will earn 70% for their Portfolios in GRC 490 or GRC 492.