

Assessment Plan 2011 for Visual Art Department Animation AAS Degree

Academic Chair: Professor Gregg Biermann, Visual Art Department Chairperson
Assessment Period: 2011-13
Submitted by: Assistant Professor Claire McConaughy

Introduction:

Bergen Community College Visual Art Department Mission Statement:

Our mission is to provide opportunities for students to explore the practice of visual art. Students who are interested in art as part of their broad based liberal arts education and students who aspire to work professionally in a wide array of opportunities in the art and media fields are welcome. Our courses of study support and encourage the development students' thinking about art and visual culture. The department also provides cutting edge facilities for students interested in producing work in the intersection between art and digital technology.

1. INTENDED OUTCOME (GOALS / EXPECTATIONS)

Animation AAS (Associate in Applied Science) Degree

At the end of the degree requirements students will have assembled an animation reel.

The reel will demonstrate four outcomes: Basic Animation Skills, Creative Skills, Presentation Skills and Technical Skills.

2. GENERAL EDUCATION REQUIREMENTS TO WHICH THE INTENDED OUTCOME RELATES:

4. Technological competency or information literacy (Technology): Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

6. Humanistic Perspective (Humanities): Student will analyze works in the fields of art, music or theater; history (see note in Goal 7); literature; and philosophy and/or religious studies; and will gain competence in the use of a foreign language.

3. SECTIONS OF THE STRATEGIC PLAN TO WHICH THE INTENDED OUTCOME RELATES:

Goal 1: We will improve student engagement and student success.

- 1.1 Take steps to increase student retention and student progression through academic programs.

Goal 3: We will expand and improve our key programs and processes.

- 3.1 Renew academic programs and develop new credit and noncredit programs and classes to meet career and workforce needs, the demands of the new economy, and changing demographics.

4. MEANS OF ASSESSMENT, SOURCES OF DATA, AND DESIRED RESULT

Means of Assessment:

1. Each semester, at the culmination of the **Folio** Presentation (Animation) ART-271 (the degree's capstone class) student portfolios will be reviewed by the art faculty who will rate the portfolios.

**AAS Degree in Animation
Rubric**

OUTCOME 1: Basic Animation Skills

Demonstrate basic animation principles.

Specific Skills

color
images
animation techniques

Overall Basic Design Skills

Based on the overall review of the Specific Skills what level of Outcome 1 was met?

| | | | |
|-----------|-----------------|--------------------|---------|
| EXCELLENT | HIGH PERFORMING | AVERAGE PERFORMING | LACKING |
|-----------|-----------------|--------------------|---------|

OUTCOME 2: Creative Skills

Demonstrate evidence of originality and inventiveness.

Specific Skills

logical and interesting sequence of scenes and events
original content
use of techniques are original and inventive

Overall Creative Skills

Based on the overall review of the Specific Skills what level of Outcome 2 was met?

| | | | |
|-----------|-----------------|--------------------|---------|
| EXCELLENT | HIGH PERFORMING | AVERAGE PERFORMING | LACKING |
|-----------|-----------------|--------------------|---------|

OUTCOME 3: Presentation Skills

Demonstrate ability to create a cohesive, organized reel that can be used for application to college or a job.

Specific Skills

contemporary animation trends
cohesive style
professional quality presentation

Overall Presentation Skills

Based on the overall review of the Specific Skills what level of Outcome 3 was met?

| | | | |
|-----------|-----------------|--------------------|---------|
| EXCELLENT | HIGH PERFORMING | AVERAGE PERFORMING | LACKING |
|-----------|-----------------|--------------------|---------|

OUTCOME 4: Technical Skills

Demonstrate ability to use digital or other tools to make a reel of animation projects.

Specific Skills

use of software
appropriately optimized images
fonts and images embedded

Overall Technical Skills

Based on the overall review of the Specific Skills what level of Outcome 4 was met?

| | | | |
|-----------|-----------------|--------------------|---------|
| EXCELLENT | HIGH PERFORMING | AVERAGE PERFORMING | LACKING |
|-----------|-----------------|--------------------|---------|

Desired Results:

60% of reels when assessed for the specific skills listed in the rubric will rate as High Performing.

5. Summary of Results:

6. Recommendations for improvement: