**COURSE ASSESSMENT REPORT (CAR)**

**Course Prefix, Number and Title:** GRC 156: Computer Illustration I  
**Division/Unit:** Division of Liberal Arts/Graphic Communications  
**Submitted by:** Dan Bouweraerts  
**Contributing Faculty:**  
**Academic Year:** 2013-2014  
**Assessment Semester:** Fall X Spring

Complete and electronically submit your assessment report to your Department Chair/Coordinator/Director. As needed, please attach supporting documents and/or a narrative description of the assessment activities in your course.

<table>
<thead>
<tr>
<th>Course Outcomes</th>
<th>Assessment Measures</th>
<th>Assessment Results</th>
<th>Use of Results</th>
<th>Effect on Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the boxes below, summarize the outcomes assessed in your course during the year.</td>
<td>In the boxes below, summarize the methods used to assess course outcomes during the last year.</td>
<td>In the boxes below, summarize the results of your assessment activities during the last year.</td>
<td>In the boxes below, summarize how you are or how you plan to use the results to improve student learning.</td>
<td>Based on the results of this assessment, will you revise your outcomes? If so, please summarize how and why in the boxes below:</td>
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<tr>
<td><strong>Outcome #1</strong> Students will demonstrate the ability to develop and analyze marketing and target audience requirements to assist and advance the design and production process.</td>
<td>Skill was assessed within two of the three projects assigned during the semester; each project had 20 points in two areas specific to the development and analysis marketing and target audience requirements.</td>
<td>Three sections of students were assigned the same four projects, with the range of grades between 83% and 89%. (see attached)</td>
<td>The scores for this assessment are above average based on the points and percentages. However, the scores decreased between the second and third projects, so this trend needs to be analyzed and corrections made.</td>
<td>No.</td>
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</tbody>
</table>

Please enter your name and date below to confirm you have reviewed this report:

<table>
<thead>
<tr>
<th>Title</th>
<th>Name</th>
<th>Date</th>
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<tbody>
<tr>
<td>Department Chair/Coordinator/Director</td>
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<td>Vice President of Academic Affairs</td>
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Project One
Total number of projects: 22 (1 section)  
Average score: 17.75  
Percent meeting requirements: 89%

Project Two
Total number of projects: 22 (1 section)  
Average score: 16.5  
Percent meeting requirements: 83%

Totals
Total number of projects: 44 (1 section)  
Average total score: 17.125  
Percent meeting requirements: 86%