



## **Student Learning Outcome Assessment**

Graphic Design  
Spring 2015

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Overall Experience.....1

Instructions Provided:

*“Use this section to identify things you liked, things you would change, and to communicate any other comments about your overall experience in the program. If you have feedback about the instruction or anything else related to the overall program, please address that in one of these questions.”*

Core Abilities.....2

Instructions Provided:

*“This section addresses the college core abilities. The core abilities are overall skills that all graduates should acquire during their experience at Western. Focus on yourself in this section.”*

Program Outcomes.....5

Instructions Provided:

*“This section addresses the specific outcomes for your program. Please focus on yourself in this section.”*

Conclusion.....8

Instructions Provided:

*“Please use this space to share any other feedback, comments, or suggestions about your experience at Western Technical College.”*

# OVERALL EXPERIENCE

## 1. What did you like about this program?

### Text Response

The teachers are all about their students. They try the best of their ability to make sure each one succeeds.

I loved the instructors! Every instructor I have had in the program is knowledge, helpful, and encouraging.

I loved the instructors and the hands on work we did in lab. The availability of the different equipment we use such as die cutters, paper shear (the industrial ones) and the creative center and production center all were critical in succeeding in our program.

I liked all of my teachers. They were helpful and personable. All of the projects were relevant and interesting.

Teacher were fun and I learned a lot.

Everything

I loved the classes because they were fun and we focused on projects more than tests. The instructors were really good at helping out and explaining one-on-one. Instead of memorizing things for tests, we just had to keep practicing and ask our peers to help us out, and there was never really a dull moment.

- every teacher had some experience in the graphic design field - there was either a small or large lesson to learn from every project done - each student gave good feedback when needed
- the working ability around the school was very helpful (quite areas, library hours are reasonable, teachers will stay after to help you...etc)

Statistic	Value
Total Responses	8

## 2. What would you change about this program?

### Text Response

It's hard because there is an allotted amount of time to finish and sometimes it just isn't quite enough time.

I would have a Web III class for those students interested in it.

Expand the computer lab, add a second xerox printer. Make wacom tablets available to check out overnight, add to/improve the photography studio area.

Add a JavaScript course as an elective possibly.

nothing

Nothing

Absolutely nothing!

I believe each program should take a few trips throughout the two years you are a student. I wish I would have been helped looking around LaCrosse/Wisconsin for jobs in this field rather doing it all on my own...

Statistic	Value
Total Responses	8

## CORE ABILITIES

### 3. As a result of this program:

Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total Responses
I have learned effective communication skills.	0	0	0	2	6	8

### 4. Provide any comments you have on effective communication skills you learned.

#### Text Response

I already had a very good foundation of communication skills. I simply expanded on them during school.

We had a lot of practice presenting our work and explaining our reasoning for why we did certain things within our projects.

Statistic	Value
Total Responses	2

### 5. As a result of this program:

Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total Responses
I am able to apply mathematical concepts.	0	0	2	3	3	8

### 6. Provide any comments you have on mathematical concepts you learned.

#### Text Response

Statistic	Value
Total Responses	0

## 7. As a result of this program:

Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total Responses
I learned how to transfer social and natural science theories into practical applications.	0	0	3	3	2	8

## 8. Provide any comments you have on transferring social and natural science theories into practical applications.

Text Response

Statistic	Value
Total Responses	0

## 9. As a result of this program:

Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total Responses
I learned critical thinking skills.	0	0	0	2	6	8

## 10. Provide any comments you have on critical thinking skills you learned.

Text Response

We learned how to solve design problems and how to handle problems that arise when working with different clients.

Statistic	Value
Total Responses	1

**11. As a result of this program:**

Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total Responses
I have learned to use technology effectively.	0	0	0	0	8	8

**12. Provide any comments you have on what you learned about using technology effectively.**

Text Response

Statistic	Value
Total Responses	0

**13. As a result of this program:**

Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total Responses
I have learned to value myself and work ethically with others in a diverse population.	0	0	0	1	7	8

**14. Provide any comments you have on what you learned about valuing yourself and working ethically with others in a diverse population.**

Text Response

Statistic	Value
Total Responses	0

**15. As a result of this program:**

Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total Responses
I am able to make decisions that incorporate the importance of sustainability.	0	0	2	2	4	8

**16. Provide any comments you have on what you learned about incorporating the importance of sustainability in decisions you make.**

Text Response

Statistic	Value
Total Responses	0

**PROGRAM OUTCOMES**

**17. As a result of this program, I learned to:**

Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total Responses
apply the principles of design to develop strategic marketing and communication products and services.	0	0	0	1	7	8

**18. Provide any comments you have about learning this program outcome.**

Text Response

Statistic	Value
Total Responses	0

### 19. As a result of this program, I learned to:

Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total Responses
demonstrate proficiency in the use of design software, tools and technology.	0	0	0	1	7	8

### 20. Provide any comments you have about learning this program outcome.

#### Text Response

Maybe show a little more effects in Photoshop. All we really went through was masking, I have been looking up tutorials on YouTube and there are a million things you can do in Photoshop. Maybe teach some more.

Statistic	Value
Total Responses	1

### 21. As a result of this program, I learned to:

Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total Responses
implement creative solutions from concept through completion using a formal process.	0	0	1	1	6	8

### 22. Provide any comments you have about learning this program outcome.

#### Text Response



Statistic	Value
Total Responses	0

### 23. As a result of this program, I learned to:

Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total Responses
apply effective legal and ethical business practices and project management skills.	0	0	3	1	4	8

### 24. Provide any comments you have about learning this program outcome.

Text Response

Statistic	Value
Total Responses	0

### 25. As a result of this program, I learned to:

Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total Responses
communicate artwork rationale in formal and informal settings.	0	0	1	1	6	8

### 26. Provide any comments you have about learning this program outcome.

Text Response

Statistic	Value
Total Responses	0

## 27. As a result of this program, I learned to:

Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total Responses
collaborate with clients/industry.	0	0	1	2	5	8

## 28. Provide any comments you have about learning this program outcome.

### Text Response

This result shows big in Web Design Class when creating a final website off of a clients needs, in Advertising Class for the Service Learning Project, and a little in Comprehensive Design & Troubleshooting where we decide to make up or work with a client for a brand presentation.

Statistic	Value
Total Responses	1

## CONCLUSION

## 29. Please use this space to share any other feedback, comments, or suggestions about your experience at Western Technical College.

### Text Response

I feel I learned enough graphic design to help me in the real world and I generally feel safe here at school. Suggestions: -Add a JavaScript course -Maybe an additional security guard walking around during the night hours?

Thanks you

I picked the right major and thank you for everyone who helped me through the best 2 years!

Statistic	Value
Total Responses	3