

Online Assessment Tracking Database

Sam Houston State University (SHSU)
2014 - 2015

Art BA (Photography)

Goal	Proficiency In Digital Photographic Techniques 🔑 Students in the BA Photography program will become proficient in the creation and manipulation of digital images.
Objective (L)	Demonstrate Digital Imaging Skills 🔑 Students will demonstrate proficiency in the creation, manipulation, and printing of digital images.
Indicator	Digital Portfolio 🔑🔑 Students in ART 3379 will create portfolios of work for the final project using digital imaging techniques. A committee of Photography faculty will evaluate the samples of work from the portfolios to determine successful demonstration of: <ul style="list-style-type: none"> • Ability to evaluate and process Image color, white-balance, perspective, value, contrast and artifacts correction. • Ability to create and construct complex composite images that reflect a true photographic reality by image evaluation, color/tonne matching, bitmap image construction, shadow construction and transformation, and multi-step processes. • Ability to create and maintain a photographic workflow, understand digital image global standards and prepare images for multiple formats, i.e. print, web, pdf, etc. • the student's ability to express and communicate ideas and concepts through the medium of photography.
Criterion	70% Of Students Will Score 80% Or Higher 🔑 The exhibitions will be evaluated by 2 members of the Photo faculty. The faculty will use a rubric that uses a scale of 0-100% to The portfolios will be evaluated by 2 members of the Photo faculty. The faculty will use a rubric that uses a scale of 0-100% to evaluate the abilities and proficiencies. It is expected that at least 70% of the students evaluated will score 80 or higher in each aspect of the evaluation. Last year, works from an exhibition by students in ARTS 3370 was assessed and all of the students scored above 80 in the assessment. While the assessment was positive, faculty still feel strongly that there is need for improvement in teaching digital skills to students. This year, the rubric was revised. This year, work from ARTS 3379 was used as the indicator in order to get a better sense of knowledge from advanced students. The same criteria of 70% scoring 80 or higher will be maintained.
Finding	Weakness In Concept And Technique 🔑 50% scored above 80 on evaluation of color balance 8% scored above 80 on compositing

0% scored above 80 on photographic workflow (faculty were unable to assess this from the images provided)

50% scored above 80 on expression of concepts and ideas.

The results indicate, and faculty agree that digital manipulation and concept development are weaknesses of the photography program.

Action

Improve Digital Photography Courses 🔑

This year a separate section of ARTS 2370 was added for Photography majors and minors only to address the inconsistency between sections. The goal of this class was to be more focused on advanced techniques for Photo majors. More image editing workshops will be offered in both ARTS 2370 and ARTS 2375 to improve student competency in Adobe Photoshop. The Photography Program Coordinator will continue to meet with the photography faculty to make sure learning objectives are being met and discuss ways to improve the quality of assignments.

Goal

Knowledge Of The History Of Photography 🔑

Students in the BA Photography Program will know the history of photography and an understanding of contemporary photography and its relationship to the continuum of history.

Objective (L)

Historical And Contemporary Knowledge 🔑

Students in the BA Photography program will have an understanding of the History of Photography. They will be familiar with contemporary theories, trends and practices in photography and be able to contextualize ideas in the continuum of this history and understand the relation of their own work to photography that has preceded it.

Indicator

Contemporary Photography Exhibition Proposal And Paper 🔑

Students in ARTS 3381, The History of Photography, will propose an exhibition of work by contemporary photographers of their choice. They will write an essay to that includes an analysis of the works and their historical significance.

The essays will discuss the formal attributes of the photograph, the style, the social or political influences, the technology use, and the subject matter.

The essays will:

- provide a clear introduction and draw conclusions supported by visual and contextual evidence.
- move from specific examples to general statements.
- describe the works accurately and clearly.
- use vocabulary introduced in classroom lectures and photography history textbooks.

- convey a clear and convincing image of their perspective.
- use external information about the cultural context and photographic techniques gathered from readings and presentations.
- present an understanding of the works in a way that is convincing and supported by detailed evidence.
- sum up major ideas and draw convincing conclusions grounded in visual evidence and contextual information.

Criterion**70% Will Score 85 Or Higher** 🔑

The essays will be evaluated by 2 members of the Photo faculty. The faculty will use a rubric with a scale of 0-100% to evaluate the abilities and proficiencies. It is expected that at least 70% of the students evaluated will score 85 or higher in each aspect of the evaluation. This year The History of Photography, was taught by a professor who has a PhD in Art History. As a result of this change, the standards of scholarly research have been strengthened for the writing assignment. Last year target score is raised to 85. The faculty would like to continue to assess and maintain this objective since the standards of the class have now been improved.

Finding**Improvements Needed** 🔑

This years results showed areas that need improvement.

30% scored above 85 in clarity of writing

50% scored above 85 in their ability to describe works of art

40% scored above 85 in their ability to place the works in historical context

20% scored above 85 on their use of professional vocabulary

60% scored above 85 on demonstrating understanding of works

305 scored above 85 on their conclusion.

Faculty observations indicate that the use of vocabulary is still in need of improvement. Students have shown great improvement in writing conclusion paragraphs and understanding historical context for the work they are studying. There has been a shift, with new faculty teaching in a more academic approach and student's understanding of the history of art photography is greatly improving.

Action**Continue To Develop Photo History Curriculum** 🔑

Currently, ARTS 3381, The History of Photography is being taught by an Art Historian. The Photo faculty will continue to work with the Art History faculty to develop curriculum and make sure the Photo students are continuing to improve their knowledge of photo history.

Previous Cycle's "Plan for Continuous Improvement"

The Photography Faculty will meet to evaluate and revise the course content and learning objective or ARTS 2370 and 3370 Digital Photo 1 and 2 with the goal of improving technical expertise using digital tools as well as conceptual development and personal expression. The History of Photography course will be taught by a faculty who holds a PhD in Art History with the goal of improving students ability to use the language of the discipline to discuss Photography and to understand and describe Photographic works of art in their historical and cultural context.

Please detail the elements of your previous "Plan for Continuous Improvement" that were implemented. If elements were not implemented please explain why, along with any contextual challenges you may have faced that prevented their implementation.

This Degree (BA Photography) is no longer being offered to incoming students. Only a few if any students remain in this program. The BFA degree in Photography is the degree that students are currently taking. The BFA requires more photography courses than the BA. Any remaining BA student would be taking courses offered through the BFA.

While proficiency in darkroom techniques was not assessed in this cycle, more emphasis was placed on analog work. Photo faculty will begin assessing work created in darkroom classes next cycle. The Photo Program will have a renovated facility to support darkroom printing and film development. The faculty agree analog processes are important to maintain and will meet to work on evaluating curriculum in that area.

The faculty are continuing to emphasize and promote digital techniques as well as development of content across the curriculum. The department now has a subscription to Lynda.com which is also being utilized to help students master digital editing techniques.

The History of Photography course is now being taught by a faculty who holds a PhD in Art History. Students' ability to use the language of the discipline to discuss Photography and to understand and describe Photographic works of art in their historical and cultural context has significantly improved

- continued improvement in advanced image editing techniques using photoshop and lightroom.
- continued emphasis on experimentation and development of content.

Plan for Continuous Improvement - Please detail your plan for improvement that you have developed based on what you learned from your 2014 - 2015 Cycle Findings.

There are few students remaining in the BA Photography Program. This degree is being eliminated. Students with this declared major are directed to change their declaration to the BFA in photography. This is really an assessment of the BFA Photography. The Plan for the BA Photography is to eliminate it from existence. It is not listed in the catalog. For more details about the Photography program, see the BFA Photography level.
