



An entry-level graduate with an Associate of Applied Science Degree in Printing Technologies from Sinclair Community College will be able to:

| Learning Outcomes  | Related Courses  |
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| 1. Recognize, understand and use the language and jargon of print production.  | All required PRT and VIS courses                       |
| 2. Discuss the basic methods and processes used in the printing industry.  | VIS 104, 108; PRT 101, 102, 120, 211, 221, 271, 272    |
| 3. Demonstrate the use of software for typesetting, page composition and layout.   | PRT 271, 272; VIS M 146, 147, 148                      |
| 4. Prepare a variety of single and multiple-color work for press using traditional and computer-based prepress tools and techniques. | PRT 101, 102, 271, 272                                 |
| 5. Print and assemble a variety of items using the methods and equipment common in offset presswork and bindery operations.          | PRT 221, 222, 270, 278                                 |
| 6. Apply problem solving and troubleshooting skills to resolve a variety of production and equipment problems.                       | All required PRT courses emphasized in 222             |
| 7. Demonstrate adequate written and oral communication skills.   | COM 206; PRT 270, 278; ENG 111, 112 or 113, 113 or 132 |
| 8. Demonstrate an understanding of the business fundamentals of printing.  | ACC 111; PRT 278; MAN 105                              |

III. **Assessment Method(s):** A measurable indicator of success in attaining the stated learning outcome(s). The methodology should be both reliable and valid. Please describe in detail.

- a. **Formative Assessment Method(s) and Description:** a measurable indicator of student in-progress success in attaining the stated learning outcome(s).

Course by course assessment is the primary means of formative assessment in the printing program. A single tenure-track faculty member works with all majors ensuring course consistency throughout the program.

- b. **Summative Assessment Method(s) and Description:** a measurable indicator of end-of-program success in attaining the stated program learning outcome(s).

Course, PRT 278, Printing Technologies Capstone, is a four-credit-hour course required of all Printing majors. Students must demonstrate their level of printing proficiency with a live job. This means a real job with a real client

whom the student must identify. The Design Department provides students with job leads if needed. Major skills demonstrated through the live job are: initial client contact, concept development, initial presentation to client, modifications as necessary, development of final presentation of concepts, and final presentation with client. Each student concludes the project with the actual production/printing. The faculty supervises each student's project on an independent basis throughout the course. Feedback is requested from the clients by the faculty which occurs either face-to-face, by phone or electronically.

All Printing majors are required to enroll in PRT 270, Graphic Arts Internship, a one to nine-credit-hour course. Each printing major must enroll for nine credit hours (3, 3 credit hours). Students are generally placed in an appropriate work site by Sinclair.

Faculty currently initiate feedback with student, alumni and employer surveys in order to assess the success of students hired by industry.

**IV. Results:** A description of the actual results of overall student performance gathered from the summative assessment(s). (see III.b.)

Printing majors continue to be in high demand among industry employers. Students not placed in the industry indicate they plan to transfer or go into other areas such as becoming a sales representative or in pre-press. Many students who graduate from the area Career Academy programs are hired into entry-level printing positions with a reasonable entry salary. For recruitment and retention purposes, instruction on the digital press differentiates our graduates and better prepares them for employment.

Informal feedback from Advisory Committee members and area Career Academy instructors indicate Sinclair's printing majors are well educated and do very well on the job. Advisory Committee members reflect the current standards for high tech printing methods and processes.

Students enrolling in Printing as a major generally finish the program, although only about 25% of the students enrolled in printing courses are actually majors. Students with interests only in desktop publishing, offset printing and digital pre-press now are able to completing specific coursework to achieve a certificate or continue toward completion of the VIS Associates degree.

**V. Analysis/Actions:** From analysis of your summative assessment results, do you plan to or have you made any adjustments to your program learning outcomes, methodologies, curriculum, etc.? If yes, describe. If no, explain.

The department has requested a workspace redesign to enhance the efficiency and effectiveness of the learning space to accommodate the digital press.

The print technology advisory committee now has representatives that have a broader understanding of Print Technology, including digital press-work.

Course modifications have been introduced as a result of industry professional feedback relative to student knowledge, including the addition of digital press- work.

Over the next several years the printing curriculum will continue to be modified significantly based on the need to provide more flexibility and short-term training. Anticipated changes include continuing education courses in operating and designing for the digital press.

Faculty are working to incorporate more oral and written communication skills into the curriculum.

**VI. General Education:** A description of where and how within the major the three primary general education outcomes\* (communication, thinking, values/citizenship/community) are assessed.

Many PRT students cooperate with VIS capstone non-profit service projects as an element of program completion. This project requires students to understand project needs and expectations and deliver appropriate finished product to the client. This “service project” affords students the opportunity to complete an authentic task utilizing their specific skills learned in the PRT program along with more general educational skills of communication, thinking, and values, citizenship and community.

- a. Where within the major do you assess written communication? Describe the assessment method(s) used. Describe assessment results if available.

Written skills are stressed very little throughout the printing curriculum. Students do write papers describing print processes as well as some business writing such as invoices, contracts, and inventory in some courses. No standard writing assessment tool is used at this time.

- b. Where within the major do you assess oral communication? Describe the assessment method(s) used. Describe assessment results if available.

Oral presentations are required throughout the curriculum, as students must present their projects to faculty, other students and clients. Oral presentations and critiques are a necessary part of student project presentations. No specific tool is used to provide feedback regarding oral skills.

- c. Where within the major do you assess thinking? Thinking might include inventing new problems, seeing relationships and/or implications, respecting other approaches, demonstrating clarity and/or integrity, or

recognizing assumptions. Describe the assessment method(s) used. Describe assessment results if available.

Thinking skills are reinforced through the use of problem solving skills. Good problem solving skills must be applied to determine what to do when things go wrong with the printing process. Many of the printing courses stress problem-solving skills with respect to mechanical trouble -shooting.

- d. Where within the major do you assess values/citizenship/community? These activities might include behaviors, perspective, awareness, responsibility, teamwork, ethical/professional standards, or service-learning or community participation. Describe the assessment method(s) used. Describe assessment results if available.

Values are touched upon in the context of individuals making responsible choices (global and environmental) related to the product composition through materials such as soy inks and recyclable products. Values are touched upon directly through some PRT courses and indirectly in others. The capstone project connects students with non-profit community agencies and encourages community awareness and good citizenship through service.

Ethics is touched upon with topics such as business ethics and legal issues regarding copyright.

- e. Computer and Information literacy:

Students of the PRT program must achieve a relatively high level of computer/technological literacy as required by their trade.