

**Assessment Data: 2025 - 2026**  
**Creative Digital Media General Education Course 2025-26**

**Learning Outcome:**

2b. Students will understand and appreciate diverse forms of artistic expression.

**Outcome Measure:**

The *Feldman's Model for Art Criticism as applied to Digital Media Companies websites*, is a required assignment in the Creative Digital Media GE course in the Department of Art and Design: **CDM1000**. The assignment follows a review of a Digital Media company's website and is assessed based on the student's ability to integrate four types of writing to critique the website: Description, Analysis, Interpretation, and Evaluation. Using a SLOs-based rubric (1-4 points: 4 being the highest), each critique is scored by two faculty members. The scores are computed to determine the levels at which the learning outcomes have been met by GE students.

**Criteria for Success (if applicable):** 80% of the students will score a 2.5 or higher on a 4 point scale.

**Aligned with DQP Learning Areas (marked items):**

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning
5. Civic and Global Learning

**Longitudinal Data**

Percent of students scoring 2.5 or higher on 4pt scale											
Semester	SU 2025	SP 2026	SU 2026								
CDM1000	No data collected	86% N=21	% N=7	% N=	% N=	% N=	% N=	% N=	% N=	% N=	% N=

\*N/A means no data was gathered in that term.

\*\*N = means the number of students who were captured in this area.

**Conclusions Drawn from Data:**

**CDM1000**

This is the first year for data collection now that the course for this program is up and running. Data suggests we are on target to achieve our success target with 2b. Students will understand and appreciate diverse forms of artistic expression. **\*\*CDM1000 is offered Spring and Quad 2 Summer. July – August. Data for summer will show up the next time this report is submitted.**

**Changes to be Made Based on Data:**

No major changes are anticipated for the year. Reflecting on initial capture, students are responding well to the assignment.

**Art Museum Critique Rubric Used:**

Initial 1 pt.	Emerging 2 pts.	Developed 3 pts	Highly Developed 4 pts.
Students completed the assignment, but the critique only included descriptive language.	Students completed the assignment, but the critique only included descriptive and interpretive language.	Students completed the assignment, but the critique only included descriptive, interpretive, and evaluative language.	Students completed the assignment and integrated descriptive, analytic, interpretive, and evaluative language effectively into the critique.