



OFFICE OF ACADEMIC ASSESSMENT
The UNIVERSITY of OKLAHOMA

Program Assessment Report

2022 - 2023

COFA - Online Art & Technology (MA)

General Information

Mission

The University of Oklahoma's online Master of Arts in Art and Technology offers a comprehensive and current program of study in the evolving field of art and technology. Designed to appeal to students from varied backgrounds and with diverse goals, the degree is highly flexible, enabling students to focus on what is of greatest value to them. Degree holders will be prepared for national and international success as artists and designers.

In a world of increasingly flexible employment, workers need broad and thorough skill sets to adapt to a changing workplace, which is precisely what School of Visual Arts is dedicated to providing through its unique mixture of art, design, and art history. Students in the program gain the technical expertise and the intellectual acumen to feel comfortable and confident communicating innovative ideas in any format with a variety of media at their fingertips. That is because we cultivate a broad approach to visual literacy that spans the creative making of images and the critical analysis and understanding of them as two essential halves of a comprehensive education.

The objective of the program is to provide students with knowledge and skills in the field of art, technology, and systems design in the context of the digital arts. As the digital arts market is dynamic and evolving, the program objective is consistent with the School of Visual Arts mandate to prepare students for the realities of the industry, whether in Oklahoma or beyond. To that end, the Master of Art and Technology is designed to equip students with the tool kit that they will need to enhance and expand the career and educational opportunities.

College

Fine Arts

Department/School/Division

OU School of Visual Art

Assessment Liaison

Cathleen Faubert

Creative Thinking

Student Learning Outcome (SLO)

Students exhibit originality and creativity in ideation, concept development, and problem-solving by integrating innovative and imaginative elements into artwork & projects.

Outcome Status

Active

Direct - Course Embedded Assessment

Assessment Method Description

Projects from Professional Projects & Forum (capstone) courses, are used to assess this goal

Performance Target

80% of students will meet or exceed a 75% standard on their course assessment related to core content.

Related Documents

[Art & Tech Online MA SLOs Assessment Rubric.pdf](#)

Assessment Results and Use of Results

Reporting Period

2022 - 2023

Assessment Results Entry Date

09/25/2023

Assessment Results

All five SLOs are measured using results of the first graduating cohort of students through course embedded assessment of Professional Projects & Forum (joint capstone seminars). Overall, the target was met for demonstration of Creative Thinking. The Summer cohort exhibited more in-depth Creative Thinking in their final projects, which may have been in response to the smaller number of students and the instructor's comfort level with the course layout. Evaluation rubrics are attached to display measurements for all SLOs.

Optional Charts, Graphs, Images

"Once students came to understand the course structure, the combination of individual meetings with the instructor and small group forums with their peers encouraged students to stay motivated and work through any issues - technical or otherwise - as they arose. Students came to the capstone with a variety of interests and skills, but all were able to craft a final project that worked with their strengths and opened up new areas of competency. The only adjustments made from the Spring to Summer courses had to do with modifying the course structure for a shorter semester - the content and structure remained the same. As the instructor, I was very pleased with the range, skill, and thoughtfulness of the final projects developed during the first two semesters."

Results Status

Target Met

Number of Students Assessed

24

Related Documents

[Art & Tech Online Professional ProjectForum Spring 23.pdf](#)

[Art & Tech Online Professional ProjectForum Summer 23.pdf](#)

USE OF ASSESSMENT RESULTS

Curriculum

Currently, the program coordinator is working with the office of digital learning to evaluate and enhance SLOs for each course individually and make program wide alignment adjustments for this online learning environment.

Faculty Development

Faculty are acclimating to best practices for supporting adult learners online. New policies have been implemented since the start of the program. For example, optional Live Session Office Hours have been offered for Asynchronous courses.

Learning Outcomes

Original program learning outcomes were clarified and enhanced with specific detail for this assessment. How the specific learning outcomes are being implemented in coursework is being explored with the help of the office of digital management.

Methods of Assessment

Next year we plan to include additional core courses in the assessment.

Assessment Process/Procedures

This is the first assessment report for the program, which has involved the learning curve of understanding the measuring and reporting process.

Overall Program Effectiveness

The program graduated a successful first cohort in May 2023.

Technical Competency

Student Learning Outcome (SLO)

Students exhibit a high level of technical skill and proficiency in utilizing relevant tools & software in their application of creative projects.

Outcome Status

Active

Direct - Course Embedded Assessment

Assessment Method Description

Projects from Professional Projects & Forum (capstone) courses, are used to assess this goal

Performance Target

80% of students will meet or exceed a 75% standard on their course assessment related to technical facility.

Related Documents

[Art & Tech Online MA SLOs Assessment Rubric.pdf](#)

Assessment Results and Use of Results

Reporting Period

2022 - 2023

Assessment Results Entry Date

09/25/2023

Assessment Results

All five SLOs are measured using results of the first graduating cohort of students through course embedded assessment of Professional Projects & Forum (joint capstone seminars). Overall, the target was met for demonstration of Technical Competency. The Summer cohort exhibited more in-depth Technical Competency in their final projects, which may have been in response to the smaller number of students and the instructor's comfort level with the course layout. Evaluation rubrics are attached to display measurements for all SLOs.

Optional Charts, Graphs, Images

"Once students came to understand the course structure, the combination of individual meetings with the instructor and small group forums with their peers encouraged students to stay motivated and work through any issues - technical or otherwise - as they arose. Students came to the capstone with a variety of interests and skills, but all were able to craft a final project that worked with their strengths and opened up new areas of competency. The only adjustments made from the Spring to Summer courses had to do with modifying the course structure for a shorter semester - the content and structure remained the same. As the instructor, I was very pleased with the range, skill, and thoughtfulness of the final projects developed during the first two semesters."

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USE OF ASSESSMENT RESULTS

Curriculum

Currently, the program coordinator is working with the office of digital learning to evaluate and enhance SLOs for each course individually and make program wide alignment adjustments for this online learning environment.

Faculty Development

Techniques courses appear to be a program strength. The program works with students at a variety of levels of competency. Considering this challenge, students are met where they are at in their technical competency.

Learning Outcomes

Original program learning outcomes were clarified and enhanced with specific detail for this assessment. How the specific learning outcomes are being implemented in coursework is being explored with the help of the office of digital management.

Assessment Process/Procedures

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Overall Program Effectiveness

The program graduated a successful first cohort in May 2023.

Visual Literacy

Student Learning Outcome (SLO)

By utilizing visual elements effectively to convey ideas and messages, students demonstrate an understanding of visual language, composition, and aesthetics.

Outcome Status

Active

Direct - Course Embedded Assessment

Assessment Method Description

Projects from Professional Projects & Forum (capstone) courses, are used to assess this goal

Performance Target

80% of students will meet or exceed a 75% standard on their course assessment related to visual literacy

Related Documents

[Art & Tech Online MA SLOs Assessment Rubric.pdf](#)

Assessment Results and Use of Results

Reporting Period

2022 - 2023

Assessment Results Entry Date

09/25/2023

Assessment Results

All five SLOs are measured using results of the first graduating cohort of students through course embedded assessment of Professional Projects & Forum (joint capstone seminars). Overall, the target was met for demonstration of Visual Literacy. Evaluation rubrics are attached to display measurements for all SLOs.

Optional Charts, Graphs, Images

"Once students came to understand the course structure, the combination of individual meetings with the instructor and small group forums with their peers encouraged students to stay motivated and work through any issues - technical or otherwise - as they arose. Students came to the capstone with a variety of interests and skills, but all were able to craft a final project that worked with their strengths and opened up new areas of competency. The only adjustments made from the Spring to Summer courses had to do with modifying the course structure for a shorter semester - the content and structure

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USE OF ASSESSMENT RESULTS

Curriculum

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Learning Outcomes

Original program learning outcomes were clarified and enhanced with specific detail for this assessment. How the specific learning outcomes are being implemented in coursework is being explored with the help of the office of digital management.

Methods of Assessment

Next year we plan to include additional core courses in the assessment.

Assessment Process/Procedures

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Overall Program Effectiveness

The program graduated a successful first cohort in May 2023.

Critical Thinking

Student Learning Outcome (SLO)

Implementing active research through reading, discussion, and writing, students demonstrate the ability to think analytically and conceptually about art.

Outcome Status

Active

Direct - Course Embedded Assessment

Assessment Method Description

Measured through the capstone professional project and description, which emphasizes independent planning and execution.

Performance Target

80% of students will meet or exceed a 75% standard on their course assessment related to critical thinking.

Related Documents

[Art & Tech Online MA SLOs Assessment Rubric.pdf](#)

Assessment Results and Use of Results

Reporting Period

2022 - 2023

Assessment Results Entry Date

09/25/2023

Assessment Results

All five SLOs are measured using results of the first graduating cohort of students through course embedded assessment of Professional Projects & Forum (joint capstone seminars). Overall, the target was met for demonstration of Critical Thinking. As with other SLOs, the Summer 2023 group performed better than the Spring 2023 group. Evaluation rubrics are attached to display measurements for all SLOs.

Optional Charts, Graphs, Images

"Once students came to understand the course structure, the combination of individual meetings with the instructor and small group forums with their peers encouraged students to stay motivated and work through any issues - technical or otherwise - as they arose. Students came to the capstone with a variety of interests and skills, but all were able to craft a final project that worked with their strengths and opened up new areas of competency. The only adjustments made from the Spring to Summer courses had to do with modifying the course structure for a shorter semester - the content and structure remained the same. As the instructor, I was very pleased with the range, skill, and thoughtfulness of the final projects developed during the first two semesters."

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USE OF ASSESSMENT RESULTS

Curriculum

All SLO outcomes can be enhanced in the program, but Critical Thinking looks to need the most attention. Currently, the program coordinator is working with the office of digital learning to evaluate and enhance SLOs for each course individually and make program wide alignment adjustments for this online learning environment.

Faculty Development

Some students can be resistant to thinking beyond the technical process. Faculty are acclimating to best practices for assisting adult learners online.

Learning Outcomes

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Assessment Process/Procedures

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Overall Program Effectiveness

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Professional DEAI

Student Learning Outcome (SLO)

Students consider, articulate, and develop professionally diverse, ethical, accessible, and inclusive approaches to technological art and design projects.

Outcome Status

Active

Direct - Course Embedded Assessment

Assessment Method Description

Independent creative media project assignments, provide students the opportunity to articulate their understanding of and advocate for the professional and personal ethics, inclusivity and accessibility of working in the art and technology field. Projects from Professional Projects & Forum (capstone) courses, are used to assess this goal

Performance Target

80% of students articulate a comprehensive understanding of the ethics involved in their work, demonstrated through the content and subject matter of professional project.

Related Documents

Assessment Results and Use of Results

Reporting Period

2022 - 2023

Assessment Results Entry Date

09/25/2023

Assessment Results

All five SLOs are measured using results of the first graduating cohort of students through course embedded assessment of Professional Projects & Forum (joint capstone seminars). Overall, the target was met for demonstration of diverse, ethical, accessible, and inclusive approaches to technological art and design projects. However, like Critical Thinking this DEAI learning outcome needs enhancement. Evaluation rubrics are attached to display measurements for all SLOs.

Optional Charts, Graphs, Images

"Once students came to understand the course structure, the combination of individual meetings with the instructor and small group forums with their peers encouraged students to stay motivated and work through any issues - technical or otherwise - as they arose. Students came to the capstone with a variety of interests and skills, but all were able to craft a final project that worked with their strengths and opened up new areas of competency. The only adjustments made from the Spring to Summer courses had to do with modifying the course structure for a shorter semester - the content and structure remained the same. As the instructor, I was very pleased with the range, skill, and thoughtfulness of the final projects developed during the first two semesters."

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[Art & Tech Online Professional ProjectForum Summer 23.pdf](#)

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USE OF ASSESSMENT RESULTS

Curriculum

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Learning Outcomes

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Assessment Process/Procedures

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Overall Program Effectiveness

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