

Undergraduate Academic Assessment Plan- AY 2012-13

BA in Visual Art Studies

School of Art + Art
History

College of Fine Arts

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College of Fine Arts

B.A. in Visual Art Studies

Undergraduate Academic Assessment Plan

AY 2012-2013

Mission Statement

(revised March, 2013)

The Bachelor of Arts in Visual Art Studies is a general arts degree. Students will achieve proficiency in general art concepts, experimental approaches, techniques and formal composition in art. Through the study of art history and contemporary art, students gain knowledge of art genres and develop critical thinking. Emphasis is on the implantation of the concepts and skills related to art studio practice and the development various approaches to making art across media. Students will learn to use research methodologies effectively and to articulate the evolution of their studio practice and outcomes.

The BA in Visual Art Studies program supports the college's primary mission to "to produce artists, performers, scholars, teachers, and practitioners who combine the qualities of academic and professional excellence" (College of Fine Arts [Mission Statement](#)).

The program supports the University of Florida mission to "to lead and serve the state of Florida, the nation and the world by pursuing and disseminating new knowledge while building upon the experiences of the past...to advance by strengthening the human condition and improving the quality of life." (University of Florida [Mission Statement](#)).

Student Learning Outcomes (SLOs)

Revised SLO's for the AY 2013-14 undergraduate catalog: see Appendix A for links to AY 2011-12 and AY 2012-13 SLOs

Content

1. Formulate an understanding of the principles and elements of artistic practice.
2. Produces artworks choosing and employing media and techniques which support ideation.

Critical thinking

3. Develops sound research methods and production practices.
4. Develop a studio practice demonstrating complex thought, analysis and reasoning.

Communication

5. Creates a portfolio of artwork.
6. Describe art research and practice in writing.

Curriculum Map

Curriculum Map for: Visual Art Studies

Program Visual Art Studies – Required Course College: Fine Arts

Key: Introduced Reinforced Assessed

Courses SLOs	Course1 ART 1802C	Course2 ART 1803C	Course3 ART 2305C	Course4 ART2701C or ART2757C	Course1 ARH, 20th Century Art	Course2 ART/PGY Studio, 3000/4000 level	Additional Assessments: A 4000-level capstone course, currently in development, (pilot Sp. 14-) will be examined for the Assessed stage
Content Knowledge							
#1	I	I	I	I	I	R	A Portfolio
#2	I	I	I	I	I	R	A Portfolio
Critical Thinking							
#3	I	I				R	A Portfolio
#4	I	I				R	A Portfolio
Communication							
#5	I	I				R	A Portfolio
#6	I	I				R	A Portfolio

Assessment Timeline (Matrix)

Please see *Appendix B* for comprehensive rubric

Assessment SLOs	Assessment 1	Measurement Procedure
Content Knowledge		
#1	Portfolio	Rubric
#2	Portfolio	Rubric
Critical Thinking		
#3	Portfolio	Rubric
#4	Portfolio	Rubric
Communication		
#5	Portfolio	Rubric
#6	Portfolio	Rubric

Assessment Cycle

BFA Art

School of Art & Art History, College of Fine Arts

Data Collection:	Spring Semester
Analysis and Interpretation:	Following Fall Semester
Improvement Actions:	Subsequent Spring Semester
Dissemination:	Following academic year

SLOs	Year	12-13	13-14	14-15	15-16	16-17	17-18
Content Knowledge							
#1			√	√	√	√	√
Critical Thinking							
#2			√	√	√	√	√
#3			√	√	√	√	√
Communication							
#4			√	√	√	√	√
#5			√	√	√	√	√

Note: No data was collected in 12/13 as there is currently one Visual Art Studies major. However, data collection will begin in AY 13/14 during the pilot course offered in Spring 2014. At that time, students will be encouraged to enroll and we will collect data based on enrollment. Comprehensive collection will not be able to take place until a catalog year later when students are at the junior/senior level.

Methods and Procedures

Both direct and indirect measures would be taken into account.

Methods:

During the fall review and analysis cycle, a faculty committee will review the DIRECT and INDIRECT DATA, answering key questions such as:

What does the data show us about each individual SLO?

And

What changes do we want to make, based on these observations?

Should there be observations that lead the faculty to consider revisions, the faculty would have the options to

- *change the SLOs and ALC
- *change the data collected (assignments, etc.)
- *change the curriculum

DIRECT DATA: The faculty will collect portfolios and complete rubrics from the A courses. Samples will be collected based on recommended sample sizes according to the number of students in the program. The attached rubric (Appendix B) will be used to assess the SLOs by an appointed committee.

INDIRECT DATA: The College of Fine Arts Dean's Office will collect institutional data for the program, including but not limited to statistical data such as enrollment, grade distribution, recruitment and retention patterns. An additional source of data, the biennial SERU data, will be collected from the University of Florida Office of Institutional Planning and Research.

Procedures:

In the spring semesters of the data collection year, the faculty instructors of record will collect the DIRECT DATA samples from the designated A courses they teach. Portfolios from each class will be decoupled, meaning that no grades, no student identification, and no comments will be on the samples (copies of student work). These data samples will be submitted online or in hard copy, as appropriate. The samples will include a portfolio and a rubric used to grade the portfolio (Appendix B).

During the same semesters, the Dean's Office will collect the INDIRECT DATA for those courses and the degree program.

The assigned committee from the faculty in studio art will meet the fall semester of the review and analysis year to generate a report that would be submitted to the College office, along with recommendations for changes, if any.

With the concurrence of the administration, the changes would be made for the next academic year.

Assessment Oversight

Name	Department Affiliation	Email Address	Phone Number
Dr. Margaret S. Mertz	Associate Dean, College of Fine Arts	mmertz@arts.ufl.edu	(352) 273-1484
Prof. Richard Heipp	Director School of Art & Art History	heipp@ufl.edu	(352) 273-3021
Prof. Lauren Lake	Assistant Director School of Art & Art History	lglake@arts.ufl.edu	(352) 273-3032

Appendix A. Linked SLOs

New/Revised SLOs, AY 2013-14*	Link to AY 2011-12* and AY 2012-13 SLOs
Content	
1. Formulate an understanding of the principles and elements of artistic practice. 2. Produces artworks choosing and employing media and techniques which support ideation.	Apply the principles and practices of a professional artist.
	Understand and apply art criticism and theory.
	Use sound research practices.
	Use appropriate technology.
Critical Thinking	
3. Develops sound research methods and production practices. 4. Develop a studio practice demonstrating complex thought, analysis and reasoning.	Understand the world through study of international historic and contemporary art.
	Engage in complex thought, analysis and reasoning.
	Observe, analyze and explain motivation for and intent of an individual's work.
Communication	
5. Creates a portfolio of artwork. 6. Describe art research and practice in writing.	Creates a professional portfolio Communicate effectively in speech and writing.
	Reason and learn collaboratively.

Appendix B. Rubric – BA Visual Art Studies - Portfolio

	Exceptional (5)	Accomplished (4)	Competent (3)	Developing (2)	Unsatisfactory (1)	Insufficient (0)	SCORE
Content Knowledge							
Formulate an understanding of the principles and elements of artistic practice.	Evidence of concepts supported by strong innovation and high level of technical skill	Strong evidence of concepts supported by convincing innovation and solid level of technical skill	Adequate evidence of concepts supported by innovation and level of technical skill	Minimal evidence of concepts supported by some innovation showing a minimal level of technical skill	Inconclusive evidence of concepts supported by innovation or any level of technical skill	No clear evidence of concepts nor innovation nor level of technical skill	
Produces artworks choosing and employing media and techniques .	Execution of media and techniques is strong to excellent	Execution of media and techniques is good to strong	Execution of media and techniques is adequate	Execution of media and techniques is minimally competent and inconsistent	Execution of media and techniques is inconclusive and unsatisfactory	Execution of media and techniques is completely absent	
Critical Thinking							
Develops sound research methods and production practices.	Strong to excellent research methods and production practices are evident	Good to strong research methods and production practices are evident	Adequate research methods and production practices are evident	Minimally competent and inconsistent research methods and production practices are evident	Inconclusive and unsatisfactory research methods and production practices are evident	Evidence of methods and production practices are completely absent	
Manages a studio practice demonstrating complex thought, analysis and reasoning.	Studio practice demonstrates an innovative, complex thought, analysis and reasoning at an exceptional level	Studio practice demonstrates complex thought, analysis and reasoning at strong level	Studio practice demonstrates complex thought, analysis and reasoning at an adequate level	Studio practice demonstrates complex thought, analysis and reasoning at minimal level	Inconclusive evidence of studio practice demonstrating complex thought, analysis and reasoning at any level	No clear evidence of studio practice demonstrating complex thought, analysis and reasoning at any level	
Communication							
Creates a portfolio of artwork.	Extremely high quality collection of studio work that consistently reflects the artist's area of study	Very good quality collection of studio work that reflects the artist's area of study	Good quality collection of studio work that mostly reflects the artist's area of study	Average quality collection of studio work that inconsistently reflects the artist's area of study	Below average quality studio work that inconclusively reflects the artist's area of study	Insufficient amount of poor quality studio work that does not reflect the artist's area of study	
Describes art research and practice in writing	Extremely well articulate and grammatically flawless artist statement that ingeniously reflects artist's area of research and studio practice	Coherent and grammatically sound artist statement that directly reflects artist's area of research and studio practice	Competently written artist statement that generally reflects the artist's area of research and or studio practice	Marginal artist statement that inconsistently reflects artist's area of research and or studio practice	Poorly written artist statement that inconclusively reflects the artist's area of research and or studio practice	No clear evidence of an artist statement that reflects the artist's area of research and or studio practice	