

**2012-2013 Undergraduate  
Academic Assessment Plan- AY  
2012-13**

BFA in Art

School of Art + Art  
History

College of Fine Arts

March 15, 2013

Associate Dean  
Margaret S. Mertz,  
PhD  
mmertz@arts.ufl.e  
du

# College of Fine Arts

## B.F.A. in Art

### Undergraduate Academic Assessment Plan

#### AY 2012-2013

---

#### **Mission Statement**

(revised Feb, 2013)

The Bachelor of Fine Arts in art studio enables students to achieve proficiency in the principles and practices utilized by professional artists and affiliated industries. Through the study of art history and contemporary art and theory, students gain knowledge of art genres and develop critical thinking. Emphasis is on the implantation of the concepts and skills related to art studio and the exploration of a personal artistic idiom. Students will learn to use research methodologies effectively and to articulate the evolution of their studio practice and outcomes.

The BFA in Art 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 principals and elements of artistic practice in the chosen area of concentration.
2. Produces artworks choosing and employing media and techniques appropriate within their area of study.

### **Critical thinking**

3. Develops sound research methods and production practices to create a focused body of work.
4. Manage a studio practice demonstrating complex thought, analysis and reasoning.

### **Communication**

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



# Curriculum Map

Curriculum Map for: Art

Curriculum Map for:

Program Art (Required Courses)

College: Fine Arts

Key: Introuced      Reinforced      Assessed

Courses SLOs	Course1 ARH 3XXX/ ARH 4XXX	Course2 ART 1802C (WARP)	Course3 ART 1803C (WARP)	Course4 ART2XXX	Course5 DIG2131C or DIG2282C	Course6 ART 4XXXC (Capstone for Various Specializations, see charts below)	Course7 ART 4955C
<b>Content Knowledge</b>							
#1	R	I	I	I	I	R	A Portfolio (Work Samples and Artist statement)
#2	R	I	I	I	I	R	A Portfolio (Work Samples and Artist statement)
<b>Critical Thinking</b>							
#3	R	I	I	I	I	R	A Portfolio (Work Samples and Artist statement)
#4	R	I	I	I	I	R	A Portfolio (Work Samples and Artist statement)
<b>Communication</b>							
#5	R	I	I	I	I	R	A Portfolio (Work Samples and Artist statement)
#6	R	I	I	I	I	R	A Portfolio (Work Samples and Artist statement)

Curriculum Map for:

Program Art: Ceramics Specialization

College: Fine Arts

Key: Introduced      Reinforced      Assessed

<b>Courses SLOs</b>	<b>Course1 ART 3783C</b>	<b>Course2 ART 3764C</b>	<b>Course3 ART 3768C</b>	<b>Course4 ART 3784C</b>	<b>Course5 ART 4760C</b>
<b>Content Knowledge</b>					
#1	I	I	I	I	R
#2	I	I	I	I	R
<b>Critical Thinking</b>					
#5	R	R	R	R	R
#6	R	R	R	R	R
<b>Communication</b>					
#8	R	R	R	R	R
#9	R	R	R	R	R

Curriculum Map for:

Program Art: Creative Photography Specialization

College: Fine Arts

Key: **I**ntroduced      **R**einforced      **A**ssessed

<b>Courses SLOs</b>	<b>Course1 PGY2101</b>	<b>Course2 PGY2441C</b>	<b>Course3 PGY2442C</b>	<b>Course4 PGY3410C</b>	<b>Course5 PGY3444C</b>	<b>Course6 PGY3820C</b>	<b>Course7 PGY4156C</b>	<b>Course8 PGY4420C</b>
<b>Content Knowledge</b>								
<b>#1</b>	I	I	I	I	I	I	I	R
<b>#2</b>	I	I	I	I	I	i	I	R
<b>Critical Thinking</b>								
<b>#3</b>	I	I	I	R	R	R	R	R
<b>#4</b>	I	I	I	R	R	R	R	R
<b>Communication</b>								
<b>#5</b>	I	I	I	R	R	R	R	R
<b>#6</b>	I	I	I	R	R	R	R	R

Curriculum Map for:

Program Art: Digital Media Specialization

College: Fine Arts

Key: **I**ntroduced      **R**einforced      **A**ssessed

<b>Courses SLOs</b>	<b>Course1 ART3616C</b>	<b>Course2 ART3632C</b>	<b>Course3 ART3959C</b>	<b>Course4 ART4612C</b>	<b>Course5 ART4639C</b>	<b>Course6 ART4645C</b>	<b>Course7 ART4848C</b>
<b>Content Knowledge</b>							
#1	I	I	I	I	I	I	R
#2	I	I	I	I	I	I	R
<b>Critical Thinking</b>							
#3	R	R	R	R	R	R	R
#6	R	R	R	R	R	R	R
<b>Communication</b>							
#8	R	R	R	R	R	R	R
#9	R	R	R	R	R	R	R



Curriculum Map for:

Program Art: Drawing Specialization

College: Fine Arts

Key: **I**ntrouced

**R**einforced

**A**ssessed

<b>Courses SLOs</b>	<b>Course1 ART3310C</b>	<b>Course2 ART3332C</b>	<b>Course3 ART3380C</b>	<b>Course4 ART3381C</b>	<b>Course5 ART4312C</b>
<b>Content Knowledge</b>					
#1	I	I	I	I	R
#2	I	I	I	I	R
<b>Critical Thinking</b>					
#3	R	R	R	R	R
#4	R	R	R	R	R
<b>Communication</b>					
#5	R	R	R	R	R
#6	R	R	R	R	R

Curriculum Map for:

Program Art: Painting Specialization

College: Fine Arts

Key: **I**ntroduced      **R**einforced      **A**ssessed

<b>Courses SLOs</b>	<b>Course1 ART3504C</b>	<b>Course2 ART3522C</b>	<b>Course3 ART3560C</b>	<b>Course4 ART3561C</b>	<b>Course5 ART4505C</b>
<b>Content Knowledge</b>					
#1	I	I	I	I	R
#2	I	I	I	I	R
<b>Critical Thinking</b>					
#3	R	R	R	R	R
#4	R	R	R	R	R
<b>Communication</b>					
#5	R	R	R	R	R
#6	R	R	R	R	R

Curriculum Map for:

Key: Introuced

Reinforced

Assessed

<b>SLOs</b>	<b>Course1</b> ART3420C	<b>Course2</b> ART3433C	<b>Course3</b> ART3442C	<b>Course4</b> ART3462C	<b>Course5</b> ART4402C
<b>Content Knowledge</b>					
#1	I	I	I	I	R
#2	I	I	I	I	R
<b>Critical Thinking</b>					
#3	R	R	R	R	R
#4	R	R	R	R	R
<b>Communication</b>					
#5	R	R	R	R	R
#6	R	R	R	R	R

Curriculum Map for:

Program Art: Sculpture Specialization

College: Fine Arts

Key: Inroduced      Reinforced      Assessed

Courses SLOs	Course1 ART3711C	Course2 ART3712C	Course3 ART3715C	Course4 ART3842C	Course5 ART4710C
<b>Content Knowledge</b>					
#1	I	I	I	R	R
#2	I	I	I	R	R
<b>Critical Thinking</b>					
#3	R	R	R	R	R
#4	R	R	R	R	R
<b>Communication</b>					
#5	R	R	R	R	R
#6	R	R	R	R	R

## Assessment Timeline (Matrix)

Please see Appendix B for comprehensive rubric

Assessment SLOs	Assessment 1	Measurement Procedure
<b>Content Knowledge</b>		
#1	Portfolio	Rubric
#2	Portfolio	Rubric
<b>Critical Thinking</b>		
#3	Portfolio	Rubric
#4	Portfolio	Rubric
<b>Communication</b>		
#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
<b>Content Knowledge</b>							
#1		√	√	√	√	√	√
<b>Critical Thinking</b>							
#2		√	√	√	√	√	√
#3		√	√	√	√	√	√
<b>Communication</b>							
#4		√	√	√	√	√	√
#5		√	√	√	√	√	√

## 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	<a href="mailto:mmertz@arts.ufl.edu">mmertz@arts.ufl.edu</a>	(352) 273-1484
Prof. Richard Heipp	Director School of Art & Art History	<a href="mailto:heipp@ufl.edu">heipp@ufl.edu</a>	(352) 273-3021
Prof. Lauren Lake	Assistant Director School of Art & Art History	<a href="mailto:lglake@arts.ufl.edu">lglake@arts.ufl.edu</a>	(352) 273-3032



## Appendix A. Linked SLOs

New/Revised SLOs, AY 2013-14*	Link to AY 2011-12* and AY 2012-13 SLOs
<b>Content</b>	
1. Formulate an understanding of the principals and elements of artistic practice in the chosen area of concentration.  2. Produces artworks choosing and employing media and techniques appropriate within their area of study.	Apply the principles and practices of a professional artist.
	Understand and apply art criticism and theory.
	Use sound research practices.
	Use appropriate technology.
<b>Critical Thinking</b>	
3. Develops sound research methods and production practices to create a focused body of work.  4. Manage 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.
<b>Communication</b>	
5. Creates a professional portfolio  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 – Portfolio, BFA Art / ART 4955C

	Exceptional (5)	Accomplished (4)	Competent (3)	Developing (2)	Unsatisfactory (1)	Insufficient (0)	SCORE
<b>Content Knowledge</b>							
<b>Formulate an understanding of the principals and elements of artistic practice in the chosen area of concentration.</b>	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	
<b>Produces artworks choosing and employing media and techniques within their area of study.</b>	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	
<b>Critical Thinking</b>							
<b>Develops sound research methods and production practices to create a focused body of work.</b>	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	
<b>Manages a studio practice demonstrating complex thought, analysis and reasoning.</b>	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	
<b>Communication</b>							
<b>Creates a professional portfolio</b>	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	
<b>Describes art research and practice in writing</b>	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	