

**Course Evaluation Measures Menu**

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| **Course number:** | VSC 274 |
| **Course title:** | Applied Practice Photo Imaging |
| **Campus location(s):** | Terry |
| **Effective semester:** | 2023-51 |

**Core Course Performance Objectives**

1. Access, use, and store data using a Macintosh or personal computer (PC) based platform. (CCC 2, 4, 5, 6; PGC PHI 2)
2. Apply the basic elements and principles of design to photography and/or video production. (CCC 1, 2, 4, 5, 6; PGC PHI 3, 4, 5)
3. Apply project planning, project management, copyright and fair use, and teamwork to photography and/or video production. (CCC 1, 2, 3, 4, 5, 6; PGC PHI 1, 3, 4, 5, 6)
4. Create images/campaigns using photographic/video layouts that express issues pertaining to a given creative brief and/or client subject matter. (CCC 1, 2, 4, 5, 6; PGC PHI 1, 2, 3, 4, 5)
5. Create images and graphics for web, print, and/or video. (CCC 1, 2, 3, 4, 5, 6; PGC PHI 1, 2, 3, 4, 5)
6. Prepare and present a formal concept presentation to the client and use constructive criticism to make improvements. (CCC 1, 2, 3, 4, 5, 6; PGC PHI 2, 3, 4, 5, 6)
7. Create, present, and defend the design and technical merits of all completed work. (CCC 1, 2, 4, 5, 6; PGC PHI 1, 2, 3, 4, 5, 6)
8. Package and prepare all final client-approved work for delivery to a client. (CCC 1, 2, 4, 5, 6; PGC PHI 1, 2, 3, 4, 5, 6)

**Summative Evaluations**

*Please note: All courses must have a* ***minimum******of four*** *summative evaluation measures, and those measures should include a variety of evaluation methods (e.g., test, oral presentation, group project).* ***Please list all summative evaluation measures. In addition to these summative measures, a variety of formative exercises/quizzes/other assignments should be used to guide instruction and learning* *but only required to be included on the final course grade.***

*For each measure, please include a scope of the assignment: for example, if requiring a research paper, include the range of required number of words and number and types of sources; for a test, include the types and number of questions; for a presentation, include the minimum and maximum time, and so on.*

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| **Evaluation Measures:** Include each agreed upon measure and scope of that measure (see above). | **Which CCPO(s) does this evaluation measure?** |
| **Formative Performance Assessments** Project marker performance evaluations are completed every 3 weeks, which evaluate the student’s performance when working in a team and preparing to meet with the client. Categories include: Research, Time management, and Preparedness.  VSC Department Rubric assesses student’s performance. | **1-5** |
| **Formative Trust Meetings Assignment**  Students create mockups of assignments/projects for the client with instructor and peer feedback prior to final client meeting. Several revisions may be submitted. | **1-5** |
| **Summative Final Assignments**  Final professional grade presentation to the client of all work. | **1-8** |
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**FINAL COURSE GRADE**

(Calculated using the following weighted average)

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| **Evaluation Measure** | **Percentage of final grade** |
| Formative Assessments (Project Marker Performance Assessments) equally distributed | 40% |
| Formative Assessments (Trust Meetings) equally distributed | 30% |
| Summative Assessment (Final Assignment) | 30% |
| TOTAL | 100% |
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| **Submitted by (Collegewide Lead):** | Patti Bishop | **Date** | 7/6/21 |
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| **Approved by counterparts** | | **Date** |  |
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| **Reviewed by Curriculum Committee** | | **Date** |  |