BLOGS: AN ASSESSMENT TOOL FOR ART AND DESIGN
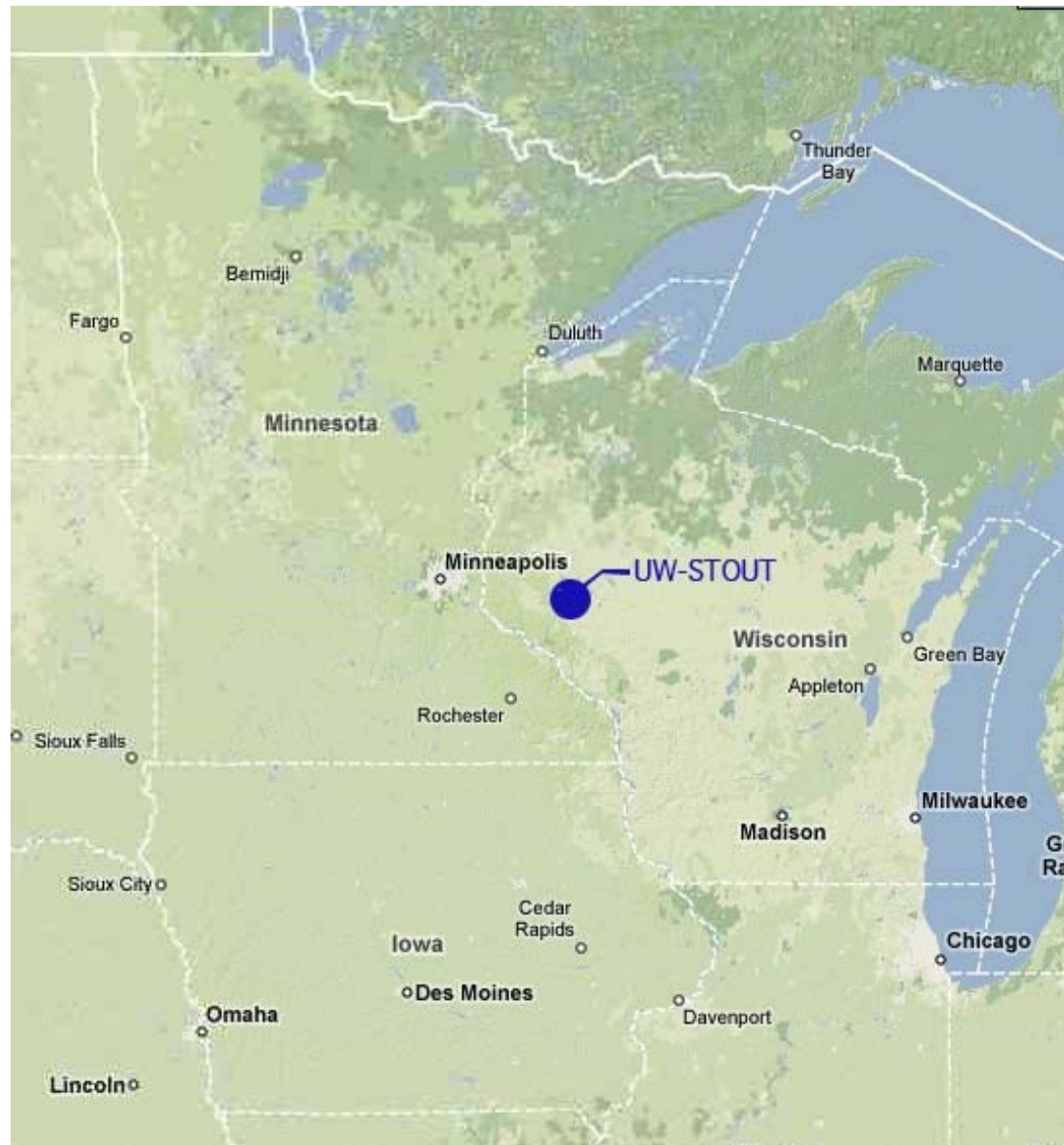
UNIVERSITY OF WISCONSIN - STOUT

Blogs: An Assessment Tool for Art and Design

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Student Population

- **BFA in Art**
  - **Graphic Design**
  - **Industrial Design**
  - **Interior Design**
  - **Multimedia**
  - **Studio Arts**
    - **Ceramics**
    - **Drawing**
    - **Metals**
    - **Painting**
    - **Printmaking**
    - **Sculpture**

Assessment in Major Process - BFA in Art

- Mid-Program Review
- Senior Summative Assessment Survey
- Art and Design Professional Advisory Board
- Student Self-Assessment - pilot program

Title III Grant - UW-Stout Provost Office

- Grant awarded in 2004
- Goals
  - Improve retention and graduation rates
  - Establish and implement a system for program assessment
  - Implement electronic portfolios for all undergraduates
  - To aid in curricular decisions and improvements to programs

Digital Portfolio Options

☐ **Software that was considered and researched for assessment and online portfolios.**

- ❑ **Folio21**
- ❑ **D2L**
- ❑ **Individual Student Websites**
- ❑ **Blogger**
- ❑ **WordPress**

Wordpress

- User friendly interface
- Works well with images and text
- Free Open Source software
- Various privacy settings for users
- Numerous design templates
- 3GB of storage space - plenty for most uses.
- Can be implemented as a stand alone application on a webserver for websites
- Some universities have implemented campus wide

Wordpress
for online portfolio and self-reflection

- ART 101 - 2D Design - pilot study

- Each student registers their own URL

- Students post images of their projects

- Students are then asked to reflect upon given topics and questions related to each project.

- Questions are designed to get students to see the larger picture of design and to make connections between their foundations classes and their chosen concentrations.

- Through the practice of self-reflection we hope that students will evaluate their work more objectively.

WordPress sites

- http://wordpress.com/

- http://creativem.wordpress.com/

- http://jessicajacovitch.wordpress.com/

- http://balkobadazz.wordpress.com/

- http://jodilarson08.wordpress.com/

- http://morank.wordpress.com/

Survey Results

21 students, 20 responded

- **1. Word Press is an efficient tool in displaying digital photographs of my work.**

  Strongly Disagree - 0
  Disagree - 1
  Agree - 12
  Strongly Agree – 7

- **2. Word Press is an efficient tool for writing reflective statements about my art work.**

  Strongly Disagree - 0
  Disagree - 0
  Agree - 11
  Strongly Agree – 9

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Survey Results Continued

❑ **3. I found that recording images and thoughts to be a useful process in tracking my academic progress.**

Strongly Disagree - 0
Disagree - 2
Agree - 11
Strongly Agree – 7

❑ **4. I see this self-assessment process potentially useful in assessing my progress in my program.**

Strongly Disagree - 0
Disagree - 2
Agree - 11
Strongly Agree – 7

Student Comments

- **5. Please provide any additional comments you would like to share regarding your progress in this course (ART – 101) and the use of blogging to record your reflective statements and photographs of your work.**

  - **I have progressed a lot this semester and enjoy blogging and having my projects online for everyone to look at.**

  - **I really love WordPress! It's overall a great tool for displaying our art and reflection questions.**

  - **I thought WordPress was a great idea for our class to use. I think it helped a lot.**

  - **I think that using Wordpress has helped me understand why we are working on the projects that we are assigned. It has also helped while evaluating other student's work during class. I like using WordPress because my parents were able to see my work and what I thought about it.**

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Student Comments Continued

❑ I feel that even though I didn't do well on all my projects, it was because of our in-class critiques and the use of WordPress that I was able to see what I could have done better.

❑ This class has helped me manage my time more effectively and my work got better as I did more projects. I really enjoyed the photographs and blogging because it helped me evaluate my work better.

❑ I think that blogging definitely does help when it comes to discussing our work. Many students are always on the computer these days. It also helps for teachers to not only view the students work again through the pictures but to also get an understanding of how the student feels about the work through questions. All of this is easily accessed over the internet and can be viewed at any time.

Wordpress for Online Critique

- Used as an online critique space for online DES 220 - 2D Digital Imaging

- Student images are posted for each project

- Students then leave feedback for one another

- Allows the students to see all the work of an online class

- Gives voice to students who are more quiet in a classroom environment

- Allows students to still get critical feedback on their work

- Could be used for any classroom situation.

Program wide student self assessment

- Getting all students to accept the idea
- Getting all faculty to accept the idea
- Who manages and gathers the data?
- How to use for program assessment?
- Can it be used for Mid-Program Review?
- Can it become engrained in the culture?

Thank You

University of Wisconsin - Stout, Department of Art and Design
http://www.uwstout.edu/cas/artdes/

http://pechas.wordpress.com/

http://design220.wordpress.com

http://des220.wordpress.com

UW-Stout Title III grant
http://www.uwstout.edu/mba/t3project/

self-reflection writing advice
http://www.arts.ac.uk/cetl/visual-directions/flash/reflective/flash_reflective.htm

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