

# **Fashion Studies Assessment Plan Fall 2017**

## **Rationale**

This fall's assessment activities will build on the substantial work done AY16-17. We will continue looking at student resumes in Decision Making for Fashion Business and student performance in a Garment Comparison Essay from Apparel Evaluation, focusing on the Communication Universal Learning Outcome. The results will help to continue to interpret the SP17 data.

Additionally, we will assess student performance in outcomes related to product creation and critiquing peer work by working with Digital Patternmaking and Marketing Fashion Brands.

## **Assessment 1: Resumes from Decision Making for Fashion Business**

Similar to SP17, we will use outside professionals to assess student resumes from Decision Making for Fashion Business. The reviewers will use the same rubric, and a norming session will be held. All 31 resumes will be looked at.

### *Responsibilities and Potential Timeline*

Contact Instructors about the Activity and Collecting/Copying Resumes- Dana

- Complete by 10/20/17

Contact Outside Reviewers- Dana and/or Colbey

- Complete by 12/4/17

Copy and Distribute Resumes to Reviewers- Dana and/or Tyler

- Complete by 12/15/17

Lead Norming Session- Neil and/or Tyler and Dana

- Complete by 1/12/18

Collect Scored Rubrics- Tyler

- Complete by 2/12/18

Compile Data, and Write Report- Tyler

- Complete by 7/1/18

## **Assessment 2: Comparison Essay from Apparel Evaluation**

We will use outside professionals to assess Garment Comparison essays from Apparel Evaluation. The reviewers will use the same rubric as SP17 (cutting the criterion on "caring about the assignment"), and a norming sessions will be held. Reviewers will look at a Garment Comparison essay from late in the semester to create a comparable scenario to when Garment

Comparison Essay 5 was assessed SP17. We might assess all available essays from the four sections or use a sample from across sections.

*Responsibilities and Potential Timeline*

Contact Instructors about the Activity and Collecting/Copying Essay- Dana

- Complete by 10/20/17

Contact Outside Reviewers- Dana and/or Colbey

- Complete by 12/4/17

Copy and Distribute Essays to Reviewers- Dana and/or Tyler

- Complete by 12/15/17

Lead Norming Session- Neil and/or Tyler and Dana

- Complete by 1/12/18

Collect Scored Rubrics- Tyler

- Complete by 2/12/18

Compile Data, and Write Report- Tyler

- Complete by 7/1/18

**Assessment 3: Digital Patternmaking**

*Program Outcomes to Focus on from Fashion Studies BA: Product Development*

- Apply fashion industry-related skills and technologies to construct a variety of garments and fashion
- Utilize methodologies that creatively leverage an understanding of ethical and sustainable fashion industry practices.

We will look at student work from either the 12/11 In-Class Patternmaking Assignment or the 12/9 “Future of Patternmaking Assignment.” We will likely use two faculty members from the department to assess the 18 projects. They will use a rubric (likely the instructor’s current rubric or a modified version), and a norming session will be held.

*Responsibilities and Potential Timeline*

Contact Instructor about the Activity and Collecting/Copying Student Work- Dana

- Complete by 10/20/17

Contact Faculty to Serve as Reviewers- Dana and/or Colbey

- Complete by 12/4/17

Copy and Distribute Student Work to Reviewers- Dana and/or Tyler

- Complete by 1/26/18

Lead Norming Session- Neil and/or Tyler and Dana

- Complete by 2/9/18

Collect Scored Rubrics- Tyler

- Complete by 3/9/18

Compile Data, and Write Report- Tyler

- Complete by 7/1/18

#### **Assessment 4: Marketing Fashion Brands**

*Program Outcomes to Focus on from Fashion Studies BA: Merchandising*

- Create a true-to-brand mock selling environment
- Critique evolving peer ensembles for market-readiness, textile selection, segment suitability, cost, and markup (MSRP)

We will look at student work from the Semester Project. We will likely use two faculty members from the department to assess the 38 projects. They will use a rubric, and a norming session will be held.

Contact Instructor about the Activity and Collecting/Copying Student Work- Dana

- Complete by 10/20/17

Contact Faculty to Serve as Reviewers- Dana and/or Colbey

- Complete by 12/4/17

Copy and Distribute Student Work to Reviewers- Dana and/or Tyler

- Complete by 1/26/18

Lead Norming Session- Neil and/or Tyler and Dana

- Complete by 2/9/18

Collect Scored Rubrics- Tyler

- Complete by 3/9/18

Compile Data, and Write Report- Tyler

- Complete by 7/1/18