Program Assessment Plan

American University

Academic Program: CAS: Art History - BA

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Program Mission: For BA students: Demonstrate recognition of major monuments of Western art history and specific areas of Asian art history. Demonstrate understanding of aesthetic and cultural/social/political contexts in which these works were created. Demonstrate ability to recognize and use varied methodologies typical of art historical scholarship over the past century. Demonstrate ability to develop and research original scholarly topics using appropriate scholarly sources.

In general, the skills we seek to evaluate are similar for graduating senior BA students and MA students, but we expect the MA students to have more sophisticated abilities to both grasp and utilize higher level understandings. BA advanced students and MA students take the same 400-600 and 500-level courses, but each professor requires additional and/or more rigorous work from the graduate students than from the undergrads, with the exception of UG students who are doing Honors Supplements, who typically complete the same work as graduate students.

Contact Person for Assessment: Helen Langa, Director, Art History Program

Unit Website Address: www.american.edu/cas/art-history.cfm

Unit’s Primary Department: Art

Are there any changes in your assessment method?: Yes

Learning Outcome: Demonstrate ability to think critically and analytically about art works

Senior AH major students will demonstrate the ability to ask critical questions about the style, conception, artistic tradition, and possible interpretive strategies for works of art from varied periods within the Euro-American and East Asian cultural traditions.

Outcome Year: 2012-2013

Start Date: 09/10/2013

End Date: 05/05/2014

Outcome Status: Active Learning Outcome

### Assessment Plan

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<tr>
<th>Assessment Measure</th>
<th>Target</th>
<th>Schedule/Cycle</th>
<th>Active</th>
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<tbody>
<tr>
<td>Diagnostic final exam will be given to undergraduate majors in ARTH 500, Approaches to Art History, in December of assessment year. Exam will demonstrate extent to which senior majors are able to understand new types of theoretical methodologies in art history. This is a direct assessment. Professor teaching course will grade exams.</td>
<td>More than 80% of senior major students in Approaches should be able to demonstrate proficiency in understanding of course materials from exam.</td>
<td>once every year, at end of fall semester</td>
<td>Yes</td>
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<td>Measure Type: Quiz/ Exam</td>
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<td>Student survey based on written take home questionnaire. Designed for senior undergraduate majors/minors. Survey will be reviewed by two faculty members and compared to evidence in other assessment tools.</td>
<td>Goal that 80% or better of undergraduate majors and 60% of minors will demonstrate confidence in level of education that BA in Art History has provided</td>
<td>once/year in spring semester</td>
<td>Yes</td>
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<td>Measure Type: Survey</td>
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**Related Courses**
- ARTH-500 - Approaches to Art History

**Learning Outcome: Ability to develop, shape, and complete research projects effectively**

Students will be able to: 1) identify appropriate research topics in a particular subject area, 2) develop appropriate questions to shape research project, 3) find appropriate research sources for project, 4) write papers using appropriate scholarly sources from books, articles, or web-based resources, 5) construct these papers demonstrating cogent argument, clear analysis of topics and sources, and articulate, grammatically correct language.

Outcome Year: 2010-2011

2011-2012
Learning Outcome: Ability to recognize and understand basic methods in art historical scholarship

Students will be able to recognize and demonstrate understanding of major methodologies used in art historical writing including formalism, iconology and iconography, social history, Marxism, feminism, and post-colonialism as well as reception theory and psychoanalysis.

Outcome Year: 2010-2011  
2011-2012  
2012-2013

Start Date: 08/30/2010  
End Date: 05/01/2011

Outcome Status: Active Learning Outcome

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<td>Graduating seniors must all take ARTH 500 Approaches to Art History in the fall semester of their senior year. They will be given an exam at the end of the semester specifically evaluating their understanding and ability to assess the various methodologies used in art historical research and scholarly writing. Two faculty members will read the papers and score them on a scale of 1 to 5 with 5 being full evidence of outcome accomplished. The results will be reported in TracDat.</td>
<td>More than 80% of majors and 50% of minors should achieve scores of 4.0 or better</td>
<td>once every year at the end of the fall semester</td>
<td>Yes</td>
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Measure Type: 
Quiz/ Exam

Related Courses
- ARTH-500 - Approaches to Art History

Learning Outcome: Self-assessment by BA Students (majors, minors) at end of academic year

Students demonstrate assessment of their own progress in program and also evaluate what aspects of teaching have been useful to them and what elements they feel would further assist them in becoming stronger thinkers, researchers, and writers.

Outcome Year: 2012-2013

Start Date: 08/28/2013  
End Date: 05/05/2014

Outcome Status: Active Learning Outcome

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<td>Students for past two years have filled out forms (3-page rubrics using check boxes, see documents) to self-assess in areas of art historical literacy, critical thinking, research skills, and communication skills. Starting in Spring 2014, we intend to aid faculty in understanding what aspects of art history courses and graduating senior majors and minors. The overall program students see as valuable and what elements they</td>
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<td>Yes</td>
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change this to a narrative system in which students respond to four areas in informal essay answers. This will allow them greater flexibility in responding to issues.

**Measure Type:**
Survey