

Program Assessment

Media Communication AA

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General Information (Program Assessment)

Standing Requirements

❖ Mission Statement

❖ Student Learning Outcomes

Media Communication AA "Video Production for Video, Broadcast and Digital Cinematography" Outcome Set

Student Learning Outcome

Student Learning Outcome

Mapping

Design and create digital media projects.

Design and create digital media projects using leading edge technology and skill sets, incorporating nonlinear digital video/audio, aesthetic theory, interactivity, computer graphics and current distribution formats.

Institutional Learning Outcomes 2012: Career Technical Skills, Communication, Critical Thinking and Problem Solving

Apply appropriate critical and creative problem solving.

Apply appropriate critical and creative problem solving skills to analyze the aesthetic and production elements of television and other interactive media.

Institutional Learning Outcomes 2012: Critical Thinking and Problem Solving

Articulate ideas in verbal and written forms.

Articulate ideas in verbal and written forms that translate into practical media projects.

Institutional Learning Outcomes 2012: Career Technical Skills, Communication

Develop industry awareness.

Develop industry awareness that demonstrates understanding of the importance of teamwork and collaboration, balancing creative skills with issues surrounding the medium, and the necessity to pursue lifelong learning.

Institutional Learning Outcomes 2012: Career Technical Skills, Personal and Professional Development

Create a coherent, industry relevant show reel of work.

Create a coherent, industry relevant show reel of work, and integrate studies towards professional aspirations.

Institutional Learning Outcomes 2012: Career Technical Skills, Communication

2008-2011 Assessment Cycle

Curriculum Map

There are no curriculum maps

Assessment Plan

Mission Statement

Outcomes and Assessment Measures

Media Communication AA "Video Production for Video, Broadcast and Digital Cinematography" Outcome Set

Student Learning Outcome

Design and create digital media projects.

Design and create digital media projects using leading edge technology and skill sets, incorporating nonlinear digital video/audio, aesthetic theory, interactivity, computer graphics and current distribution formats.

▼ **Assessment Measure:** Design and create digital media projects.
Program level; Direct - Student Artifact

Details/description of the assessment measure/method: Evaluation of projects, class participation and focused test questions.

Describe the standards for successful performance on this SLO: Evaluation of media project that meets skill sets and knowledge for all course requirements for this program.

What percentage of students should successfully meet the standards for this SLO?: 70% of students will achieve a grade of C or better in their projects and test answers.

When do you plan to assess this outcome? (indicate the semester and year): Summer 2011.

Apply appropriate critical and creative problem solving.

Apply appropriate critical and creative problem solving skills to analyze the aesthetic and production elements of television and other interactive media.

▼ **Assessment Measure:** Apply appropriate critical and creative problem solving.
Program level; Direct - Portfolio

Details/description of the assessment measure/method: Evaluation of portfolio project/s, class participation and focused test questions.

Describe the standards for successful performance on this SLO: Evaluation of portfolio project/s and exams for skill sets and knowledge from the SLOs of the required courses.

What percentage of students should successfully meet the standards for this SLO?: 70% of students will achieve a grade of C or better in their projects.

When do you plan to assess this outcome? (indicate the semester and year): Fall 2011.

Articulate ideas in verbal and written forms.

Articulate ideas in verbal and written forms that translate into practical media projects.

▼ **Assessment Measure:** Articulate ideas in verbal and written forms.
Program level; Direct - Student Artifact

Details/description of the assessment measure/method: Evaluation of writing projects, such as treatments, scripts, etcetera and verbal communication of ideas.

Describe the standards for successful performance on this SLO: Evaluation of verbal and

written performance.

What percentage of students should successfully meet the standards for this SLO?: 70% of students will demonstrate adequate verbal/writing skills commensurate with industry standards, as shown in class projects and class assignments.

When do you plan to assess this outcome? (indicate the semester and year): Fall 2011.

Develop industry awareness.

Develop industry awareness that demonstrates understanding of the importance of teamwork and collaboration, balancing creative skills with issues surrounding the medium, and the necessity to pursue lifelong learning.

▼ **Assessment Measure:** Develop industry awareness.
Program level; Indirect - Survey

Details/description of the assessment measure/method: Evaluation of class participation, self evaluation surveys.

Describe the standards for successful performance on this SLO: Evaluation of class participation and self evaluation surveys that meets skill sets for course requirements.

What percentage of students should successfully meet the standards for this SLO?: 70% of students will demonstrate appropriate teamwork, practical solutions and eagerness to keep up with technology as evidenced by observation of their class participation and surveys.

When do you plan to assess this outcome? (indicate the semester and year): Fall 2011.

Create a coherent, industry relevant show reel of work.

Create a coherent, industry relevant show reel of work, and integrate studies towards professional aspirations.

▼ **Assessment Measure:** Create a coherent, industry relevant show reel of work.
Program level; Direct - Portfolio

Details/description of the assessment measure/method: Evaluation of reel.

Describe the standards for successful performance on this SLO: Evaluation of reel for industry relevance and professionalism.

What percentage of students should successfully meet the standards for this SLO?: 70% of students will achieve a grade of C or better.

When do you plan to assess this outcome? (indicate the semester and year): Summer 2011.

 **Assessment Findings**

Assessment Measure Result per Assessment Measure

Media Communication AA "Video Production for Video, Broadcast and Digital Cinematography" Outcome Set

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When do you plan to assess this outcome? (indicate the semester and year): Summer 2011.

Assessment Measure Results for Design and create digital media projects.

No Assessment Measure Results Added

Apply appropriate critical and creative problem solving.

Apply appropriate critical and creative problem solving skills to analyze the aesthetic and production elements of television and other interactive media.

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When do you plan to assess this outcome? (indicate the semester and year): Fall 2011.

Assessment Measure Results for Apply appropriate critical and creative problem solving.

No Assessment Measure Results Added

Articulate ideas in verbal and written forms.

Articulate ideas in verbal and written forms that translate into practical media projects.

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When do you plan to assess this outcome? (indicate the semester and year): Fall 2011.

Assessment Measure Results for Articulate ideas in verbal and written forms.

No Assessment Measure Results Added

Develop industry awareness.

Develop industry awareness that demonstrates understanding of the importance of teamwork and collaboration, balancing creative skills with issues surrounding the medium, and the necessity to pursue lifelong learning.

▼ **Assessment Measure:** Develop industry awareness.
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When do you plan to assess this outcome? (indicate the semester and year): Fall 2011.

Assessment Measure Results for Develop industry awareness.

No Assessment Measure Results Added

Create a coherent, industry relevant show reel of work.

Create a coherent, industry relevant show reel of work, and integrate studies towards professional aspirations.

▼ **Assessment Measure:** Create a coherent, industry relevant show reel of work.
Program level; Direct - Portfolio

Details/description of the assessment measure/method: Evaluation of reel.

Describe the standards for successful performance on this SLO: Evaluation of reel for industry relevance and professionalism.

What percentage of students should successfully meet the standards for this SLO?: 70% of students will achieve a grade of C or better.

When do you plan to assess this outcome? (indicate the semester and year): Summer 2011.

Assessment Measure Results for Create a coherent, industry relevant show reel of work.

No Assessment Measure Results Added

Overall Recommendations

No text specified

Overall Reflection

No text specified

 **Course Syllabi**

 **Action Plan**

 **Status Report**

2011-2014 Assessment Cycle

Curriculum Map

There are no curriculum maps

Assessment Plan

Mission Statement

Outcomes and Assessment Measures

Media Communication AA "Video Production for Video, Broadcast and Digital Cinematography" Outcome Set

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Program level; Direct - Student Artifact

Details/description of the assessment measure/method: Evaluation of projects, class participation and focused test questions.

Describe the standards for successful performance on this SLO: Evaluation of media project that meets skill sets and knowledge for basic and advanced video/audio course requirements for this program.

What percentage of students should successfully meet the standards for this SLO?: 70% of students will achieve a grade of C or better in their final projects and focused test questions.

When do you plan to assess this outcome? (indicate the semester and year): Spring 2014

Apply appropriate critical and creative problem solving.

Apply appropriate critical and creative problem solving skills to analyze the aesthetic and production elements of television and other interactive media.

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When do you plan to assess this outcome? (indicate the semester and year): Spring 2015.

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When do you plan to assess this outcome? (indicate the semester and year): Spring 2015.

 **Assessment Findings**

Assessment Measure Result per Assessment Measure

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When do you plan to assess this outcome? (indicate the semester and year): Spring 2014

Assessment Measure Results for Design and create digital media projects.

Summary of Assessment Measure Results: 2 Advanced classes were used to assess the Video Production degree:

Media 130, Final Cut Pro, & Media 180, DSLR Workflow.

In both a final project was graded according to a rubric presented to the students for discussion and elaboration.


Results: Target Performance: Exceeded


What percentage of students successfully met the standards for this SLO?: Media 130: 75% - of 16 retained, enrolled students, 12 received a C or better [% was really higher because 2 of the 16 never dropped]


Media 180, DSLR workflow: 87% - of 31 students, 27 received a grade of C or better

Was the assessment information sampled in any way? If so, please describe.: No


Substantiating Evidence:

 DSLR Production Final Assignment/Rubric (Word Document (Open XML))


 DSLR Workflow Syllabus, Spr 2014 (Rich Text)

 FCP Final Rubric Grading Score (Excel Workbook (Open XML))

Grading according to FCP Rubric

 Media 130 Rubric for Spr 2014 (Rich Text)

Rubric used to grade final editing project

 Media 130 Syllabus, Spr 2014 (Rich Text)

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Assessment Measure Results for Apply appropriate critical and creative problem solving.

No Assessment Measure Results Added

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Assessment Measure Results for Develop industry awareness.

No Assessment Measure Results Added

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Assessment Measure Results for Create a coherent, industry relevant show reel of work.

No Assessment Measure Results Added

Overall Recommendations

No text specified

Overall Reflection

No text specified

Course Syllabi

Action Plan

Actions

Media Communication AA "Video Production for Video, Broadcast and Digital Cinematography" Outcome Set

Student Learning Outcome

Design and create digital media projects.

No actions specified

Design and create digital media projects using leading edge technology and skill sets, incorporating nonlinear digital video/audio, aesthetic theory, interactivity, computer graphics and current distribution formats.

Status Report

Action Statuses

Media Communication AA "Video Production for Video, Broadcast and Digital Cinematography" Outcome Set

Student Learning Outcome

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No actions specified

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Status Summary

No text specified

Summary of Next Steps

No text specified

2014-2017 Assessment Cycle

Curriculum Map

There are no curriculum maps

Assessment Plan

Assessment Findings

Course Syllabi

Action Plan

Status Report