



Film & Electronic Media (M.F.A.)

Department Website: <http://www.american.edu/soc/film/>

1. Learning Outcomes

The Masters program in Film & Electronic Media has a number of PROGRAM GOALS for its students. Students completing the Masters program will:

- comprehend the visual media production process and the aesthetic, writing and creative talent needed for the process.
- have the skills needed to be a collaborative member of a production team and contribute to a professional media organization or production company by demonstrating adaptability, competence, and professional skills.
- be able to express ideas by designing media that provides an informed coherent and effective communication both in visual media and written form.
- understand the social relevance and/or the historical context of visual media production.
- understand the theoretical context and scholarly implications of their work.

The LEARNING OUTCOMES to achieve the program goals above will ensure that students can accomplish the following:

1. Integrate key elements into a cohesive, compelling production, including:

- a. Clearly defined concept for their production.
 - b. A compelling story.
 - c. Compelling and believable characters.
 - d. A clear script that is in keeping with industry standards.
 - e. Cinematography that conveys the story and characters in an aesthetically appealing way.
 - f. Directing that displays a well-managed and coherent vision.
 - g. Appropriate editing and graphics techniques that realize the production's aesthetic.
 - h. Appropriate sound and music that realize the production's aesthetic.
 - i. Appropriate use of the performance of actors, subjects, participants in the production.
2. Describe the social relevance and/or historical context of the production.
 3. Describe the theoretical foundation for their work and its contribution to scholarship.

2. Assessment Plan

Measures	Target	Learning Outcome(s)	Cycle and Reviewers
Comprehensive Exams (Direct)	All students must pass the comps to get their degree	All	Annual – Students must demonstrate proficiency in all of the stated outcomes. In addition to the student’s own written analysis and critique of the work produced in the program, the student must submit their professional portfolio as a part of the exam. This written critique and the portfolio are evaluated by two faculty who are appropriate to the student’s area of focus. The portfolios are evaluated using a strict rubric addressing all the elements of production cited in the outcomes above.
Capstone Projects – COMM 702 Master’s Portfolio Seminar (Direct)	All students must complete a capstone project with a grade of B or better.	All	Annual – Capstones are reviewed by faculty using strict evaluation rubrics (same as for the comprehensive exams). The results are aggregated across all students and discussed in curriculum/syllabus reviews.
Visions Festival Awards Program. This is an annual competition which is judged by faculty and outside reviewers who are professionals in their fields. (Direct)	Only high achieving students receive awards.	All	Annual – Graduating students enter their work in several categories at the end of each academic year. The work is reviewed by a team of outside reviewers. Awards are given to those students who demonstrate

			the outcomes in an exemplary way.
Graduating Student Survey – assessment of student perceptions in achieving outcomes (Indirect)	On average students will rate their academic career at least “very good” or “excellent.”	All	Annual – The survey has been administered annually since 2005 to all graduating students. The results are tabulated and reviewed by the Associate Dean and Division Director.
Surveys among internship supervisors (Indirect)	On average, internship supervisors will rate students’ performance “very good” or “excellent” in all categories. The categories directly address the learning outcomes.	All	Each semester – Internship supervisors (i.e. employers) currently evaluate students. This evaluation is reviewed by the faculty member responsible for internships. A uniform rating/evaluation form will be developed in 2009-10. This form will ensure that the ratings are directly related to the outcomes.
A survey of 3-5 year alumni. (Indirect)	On average, alumni will rate their academic career “very good” or “excellent.”	All	Every five years – To assess their transition into and preparedness for the profession. Alumni who have been working for several years should be better able to assess their education
Periodic Curriculum Reviews/Faculty Retreats (Indirect)	To ensure that curriculum meets the needs of the profession.	All	Annual – The Film & Media Arts Division monitors its curriculum and uses input from its faculty (many of whom are practicing professionals), adjunct faculty (who are all professionals), and alumni (including the Dean’s Advisory Council – a group of high level alumni who are professionals in the field).
Ad Hoc Research Studies – SOC	Surveys conducted	Various	Occasional – Studies have been

<p>Image Study, Writing Programs Survey, Career Center Survey, Alumni Focus Groups, Alumni Survey (Indirect)</p>	<p>occasionally to address specific issues.</p>		<p>conducted through the Development Office and also in Research Methods classes. Two studies in particular – the Writing Study and the Career Center Survey – provided useful data to evaluate student perceptions toward our programs.</p>
<p>Institutional research – Student Evaluations of Teaching, Campus Climate Survey, Graduation Census, National Survey of Student Engagement (Indirect)</p>	<p>To add context for the evaluation of other data</p>	<p>As context</p>	<p>Annual – The School of Communication and Film & Media Arts Division routinely analyze other data available in order to provide the background by which to understand more specific data.</p>