

Program Assessment Plan
 American University
 Academic Program: SOC: Film & Video - MA

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Learning Outcome: Production

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

- a. Clearly defined, concept for their story.
- 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.

Outcome Year: 2009-2010
 2010-2011

Start Date: 06/30/2010

Outcome Status: Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Comprehensive Exams (Direct): 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 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 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 outcome above. Measure Type: Quiz/ Exam	All students must pass the comps to get their degree.	Annual.	Yes
Capstone Projects -- COMM-702 Master's Portfolio Seminar (Direct). 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 review. Measure Type: Final Paper/ Final Project	All students must complete a capstone project with a grade of B or better.	Annual.	Yes
Visions Festival Awards Program. This is an annual competition which is judged by faculty and outside reviewers who are professionals in their fields (Direct). Graduating students enter their work in several categories at the end of each academic year. This work is reviewed by a team of outside reviewers. Awards are given to those students who demonstrate the outcomes in an exemplary way. Measure Type: Other	Only high achieving students receive awards.	Annual.	Yes
Graduating Student Survey -- assessment of student perceptions in achieving outcomes (Indirect). 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.	On average students will rate their academic career at least "very good" or "excellent."	Annual.	Yes

Assessment Plan

Assessment Measure	Target	Schedule/Cycle	Active
Measure Type: Survey			
Surveys among internship supervisors (Indirect). 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. Measure Type: Field Work/ Internship	On average, internship supervisors will rate students' performance "very good" or "excellent" in all categories. The categories directly address the learning outcomes.	Each semester.	Yes
A survey of 3-5 year alumni (Indirect). 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. Measure Type: Alumni Feedback	On average, alumni will rate their academic career "very good" or "excellent."	Every five years.	Yes
Periodic Curriculum Reviews/ Faculty Retreats (Indirect). 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). Measure Type: Focus Group	To ensure that curriculum meets the needs of the profession.	Annual.	Yes
Ad hoc Research Studies -- SOC Image Study, Writing Programs Survey, Career Center Survey, Alumni Focus Groups, Alumni Survey (Indirect). Studies have been 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 program. Measure Type: Survey	Surveys conducted occasionally to address specific issues.	Occasional.	Yes
Institutional research--Student Evaluations of Teaching, Campus Climate Survey, Graduation Census, National Survey of Student Engagement (Indirect). 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. Measure Type: Survey	To add context for the evaluation of other data.	Annual.	Yes

Related Courses

- COMM-702 - Master's Portfolio Seminar