

Program Assessment Plan

American University

Academic Program: SOC: Film & Media Arts - BA

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Learning Outcome: Production

Integrate key elements into a cohesive, compelling production, as appropriate to the medium, 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.

Outcome Year: 2009-2010
2010-2011

Start Date: 06/30/2010

Outcome Status: Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
<p>Review of the production reports for advanced projects -- Advanced Portfolio or online portfolio. Production reports are reviewed by appropriate faculty. The portfolios are evaluated using a strict rubric addressing all key elements of production as listed in the outcomes.</p> <p>Measure Type: Final Paper/ Final Project</p>	Students will score a 3 or 4 on a 4-point scale on key elements of production.	Annual and also for the appropriate course.	Yes
<p>Visions Festival Awards Program. This is an annual competition which is judged by faculty and outside reviewers who are professionals in the field. Only high achieving students receive awards. Graduating students enter their work in several categories at the end of each academic year. The work is reviewed by a team that includes faculty and outside reviewers. Awards are given to those students who demonstrate the outcomes in an exemplary way.</p> <p>Measure Type: Other</p>	No target identified.	Annual.	Yes
<p>Graduating Student Survey -- assessment of student perceptions in achieving outcomes. 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.</p> <p>Measure Type: Survey</p>	On average students will rate their academic career at least "very good" or "excellent."	Annual.	Yes
<p>Surveys among internship supervisors. 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.</p> <p>Measure Type: Field Work/ Internship</p>	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

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
A survey of 3-5 year alumni. 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. To ensure that the curriculum meets the needs of the profession. The Film and 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	No target identified.	As needed.	Yes
Ad hoc Research Studies--SOC Image Study, Writing Programs Survey, Career Center Survey, Alumni Focus Groups, Alumni Survey. Surveys conducted occasionally to address specific issues. 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 programs. Measure Type: Survey	No target identified.	Occasional.	Yes
Institutional research -- Student Evaluations of Teaching, Campus Climate Survey, Graduation Census, National Survey of Student Engagement. To add context for the evaluation of other data. The School of Communication and Film and Media Arts Division routinely analyze other data in order to provide the background by which to understand more specific data. Measure Type: Survey	No target identified.	Annual.	Yes

Learning Outcome: Social Relevance

Describe the social relevance and/ or historical context of the production.

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2010-2011

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Assessment Plan			
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<p>Graduating Student Survey -- assessment of student perceptions in achieving outcomes. 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.</p> <p>Measure Type: Survey</p>	<p>On average students will rate their academic career at least "very good" or "excellent."</p>	<p>Annual.</p>	<p>Yes</p>
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Survey			