



Film & Media Arts (B.A.)

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

1. Learning Outcomes

The Bachelors program in Film & Video has a number of **PROGRAM GOALS** for its students. Students completing the Bachelors program will:

- understand the social relevance and/or the historical context of visual media production.
- 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.

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

2. Assessment Plan

| Measures | Target | Learning Outcome(s) | Cycle and Reviewers |
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| Review of the production reports for advanced projects – Advanced Portfolio or online portfolio. (Direct) | Students will score a 3 or 4 on a 4-point scale on key elements of production. | All | Annual and also for the appropriate course – 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. |
| 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 that includes faculty and 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 | All | Each semester – Internship supervisors (i.e. employers) currently evaluate students. This evaluation is reviewed by the faculty member responsible for |

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| | good” or “excellent” in all categories. The categories directly address the learning outcomes. | | 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 | As needed – 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 Image Study, Writing Programs Survey, Career Center Survey, Alumni Focus Groups, Alumni Survey (Indirect) | Surveys conducted occasionally to address specific issues. | Various | Occasional – 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. |
| Institutional research – Student Evaluations of Teaching, Campus Climate Survey, Graduation | To add context for the evaluation of other data | As context | Annual – The School of Communication and Film & Media Arts Division routinely |

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| Census, National Survey of Student Engagement (Indirect) | | | analyze other data available in order to provide the background by which to understand more specific data. |
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