

2008 PROGRAM OUTCOMES ASSESSMENT SUMMARY REPORT

PROGRAM: **FILM & VIDEO - AAS DEGREE**

DATE: 8 FEBRUARY 2008

DEMONSTRATION OF LEARNING: *What assignments or projects demonstrate student learning outcomes are achieved?*
[Note: evidence of learning contained in Assessment methods and Findings sections.]

Learning Outcomes	Assessment methods
Demonstrate competency in scriptwriting, camera operation, lighting, sound recording, editing, production design, 2D and 3D graphics, directing.	<p>Students sign a contract the first quarter of the program where the students take written responsibility for certain behavior and activity. There are three sequenced courses, where the product of one course is used as the basis for the next quarter's work:</p> <ul style="list-style-type: none"> • There is a common class project the first year where the design projects of COM 102 (TV Production and Post-production) lead to the actual production of some designs in COM 103 (TV Production, Y1 Q2–Q3). The students help evaluate the scripts that make the cut. • English 155 Scriptwriting leads to English 203 (Advanced Scriptwriting) (Y2 Q1–Q2). • COM 225 Advanced TV Productions leads to COM 240 Theater/Video Productions Operations (Y2 Q2–Q3)
Demonstrate competency in producing, production management, post - production supervision, research, team building, media law, and union/guild regulations.	<p>Students develop their knowledge and skills in production through projects in production series: Com 102 (PTV Production & Post Production), COM 103 (TV Production Crew & Team Projects), COM 130 (Production Design), COM 235 (Production Management), and COM 236 (Audio Production).</p> <p>The capstone project at the end of the second year represents the final assessment for student achievement for the program. Students present completed films in the annual Showcase, a public showing of their productions.</p>
Demonstrate knowledge of aesthetics, film history, broadcast history, sociology of the media.	<p>The program has two sets of linked courses, courses taken the same quarter with coordinated content as well as methodology. Instructors coordinate the work in each:</p> <ul style="list-style-type: none"> • English 101 focuses on the material from COM 140 (Introduction to Media Images - Y1 Q1) • English 102 focuses on the content of HIS 130 (History of Broadcasting - Y1 Q3)
Develop a sample reel as well as personal website to professional standards.	<p>The final quarter is devoted to preparing for the portfolio & showcase:</p> <ul style="list-style-type: none"> • Com 200 (Small Group Productions) - The focus is on team production including in-studio multi-camera live to tape exercises, single camera news and documentary presentations, and single camera film style narrative pieces. • COM 240 (Productions Operations) - Production teams submit proposals for a five minute

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	<p>segment for a thirty minute pilot for a major Network. They participate in a story conference with the Executive Producer to evaluate how the plan fits into the theme of the pilot. Selected teams produce one segment of the Pilot program.</p> <ul style="list-style-type: none"> • COM 270 (In-House Productions) - The Students participate in the first phase of an In-House Production unit which provides production services for in school and outside projects. Also provides outside employment for second year students and graduates, and can be used for the internship credits (COM 197).
<p>Communicate and present verbal, visual and written ideas and information clearly and accurately. Work effectively individually and collaborate with colleagues and as a member of a team.</p>	<p>Students are assessed for written and oral communication through required composition courses, through in-class individual and group presentations, and through feedback from faculty and employers.</p> <p>Examples presentations include Story Pitches, in-class screening, and public screenings as well as a major class project.</p> <p>Film & Video is a writing-intensive program. In addition to ENG 101 and 102 courses that are specific to the themes of the program, students take script-writing (ENG 155 and ENG 203). Written and verbal communication is integrated throughout the program as a primary skill.</p>
<p>Understand various computer applications as they apply to the film and video business including motion graphics, encoding files for distribution and production of master tapes and DVDs</p>	<p>Skill with film industry technical skills and competencies are built and assessed throughout the program through a series of courses culminating in the final portfolio and showcase:</p> <p>MIC 105 (Using Computers) - Script Formatting; Budgeting & Scheduling Documents Formatting MIC 130 (Digital Imaging) - Creation of Title Sequences, Credits, Logos, and other Graphic Elements MIC 131 (Nonlinear Editing) - Edit audio & video using variety of transitions COM 230 (Technical Operations) - Produce field news stories and integrate with studio program COM 236 (Audio Production) - Record audio in field and studio with various microphones and sound mixers MIC 241 (2d And 3d Animation) - Creation of motion graphics for individual student portfolio</p>
<p>EXTERNAL EVIDENCE? <i>Alumni, employer, Curriculum Review, Technical Advisory Committee feedback?</i></p>	
<ul style="list-style-type: none"> • Students do internships and receive course credit. The grade is assigned by the instructor but students are evaluated by combining the formal written evaluation from the employer with the student's own written self-evaluation and discussions with the instructor. • All full time faculty and some part-time faculty meet twice yearly with the TAC. The TAC provides support to keep the program up to date with changes in technology and other industry changes. 	

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- A number of companies involved in film/video production around Puget Sound have connections to the program through the TAC or through student work experience contracts, including ALPHA, Oppenheimer CAM, Bad Animals, Modern Digital, NW Film Festival, Flying Spot, Seattle Grip, Pacific Grip.

FINDINGS: *What have you learned from your outcomes assessment activities?*

The film/video production degree is tightly structured and students work together through out the two years in team situations. The faculty thus is able to constantly but informally assess students' general progress at both the individual and team level because they can do so with conversations and discussions of how one class—say script writing—leads to either the next script writing class next quarter or to the next quarter's production of the script. The curriculum map lists and illustrates methods of assessment that are used throughout the program.

- Enrollment is strong and there is a waiting list but attrition by the second year high. Consider more pre-requisites for the program to ensure student success and minimize attrition
- Course names and content need to be reconciled.
- Students need stronger written and verbal communication skills in the second year.
- A number of courses need to be reviewed and updated
- Spring 2007 CRC recommends offering an introductory course to give potential students a flavor of the field as well as the level of skill and knowledge required. They further recommend considering ENG 101 and 102 as prerequisites to admission to raise level of skill and improve retention in the second year.

ACTIONS TAKEN: *What program changes have you made in the last three years? -- WHAT WAS THE IMPETUS FOR CHANGE?*

- 2006 Program changes in structure: Media Law moved to Fall quarter, second year, Technical Operations was updated to a 3 credit class and the 2nd year sequence was reorganized.
- At the TAC meeting on 5/11/07 the group approved dropping the word "communications" from the Program Title. The program is now named "Film and Video".

ACTIONS PLANNED: *What program changes or new assessment activities are you planning for next year?*

A meeting of faculty and industry representatives has been scheduled for Spring 2008 to review current curriculum, and suggest changes for revisions.

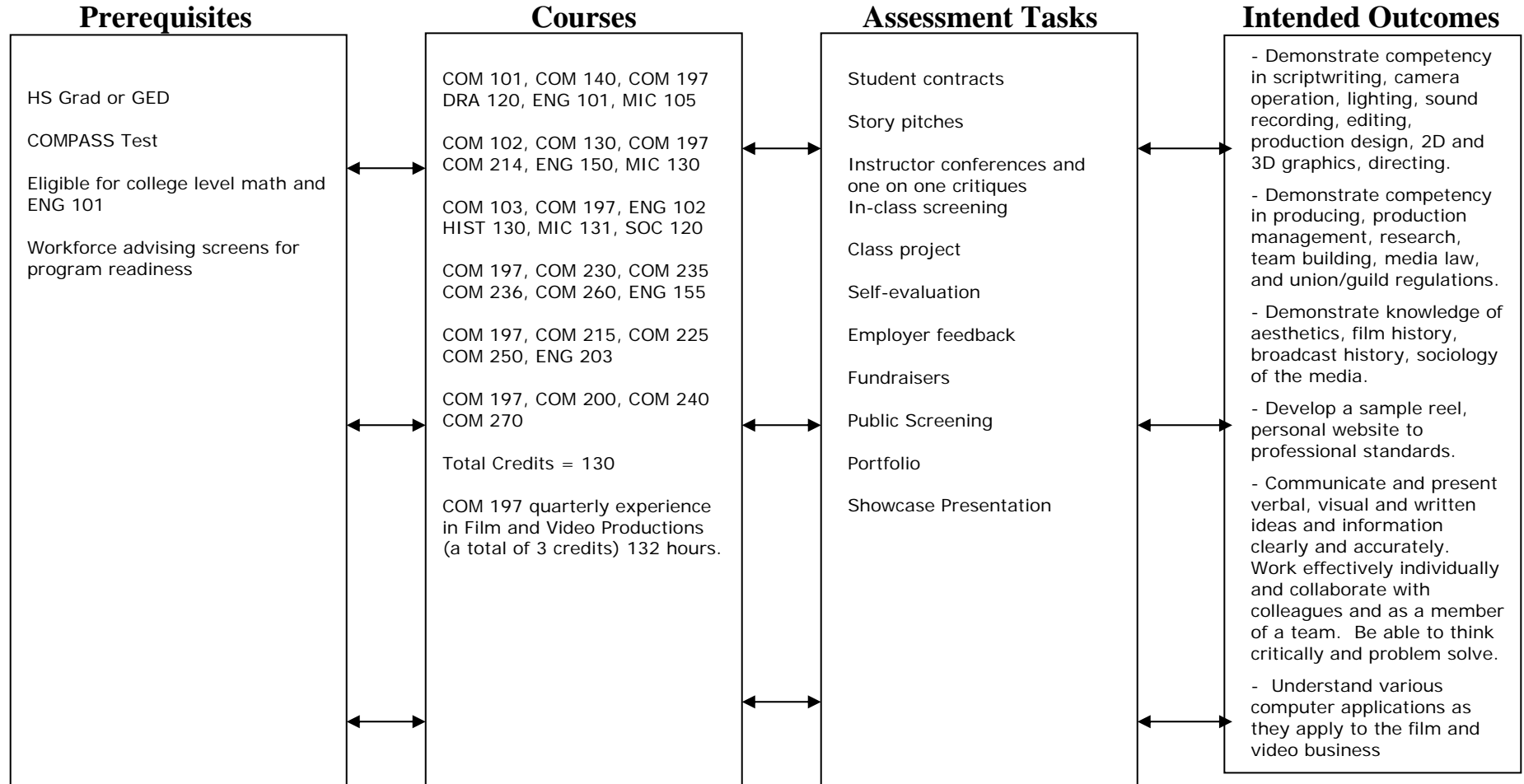
Program Name:

Film & Video Communications – AAS Degree

Revised 8 February 2008

Theme(s): Creativity, curiosity, reflection, awareness, collaboraton, reliability, integrity, motivation, passion

Program Role: Develops technical and creative skills with a focus on current technology and media industry expertise.



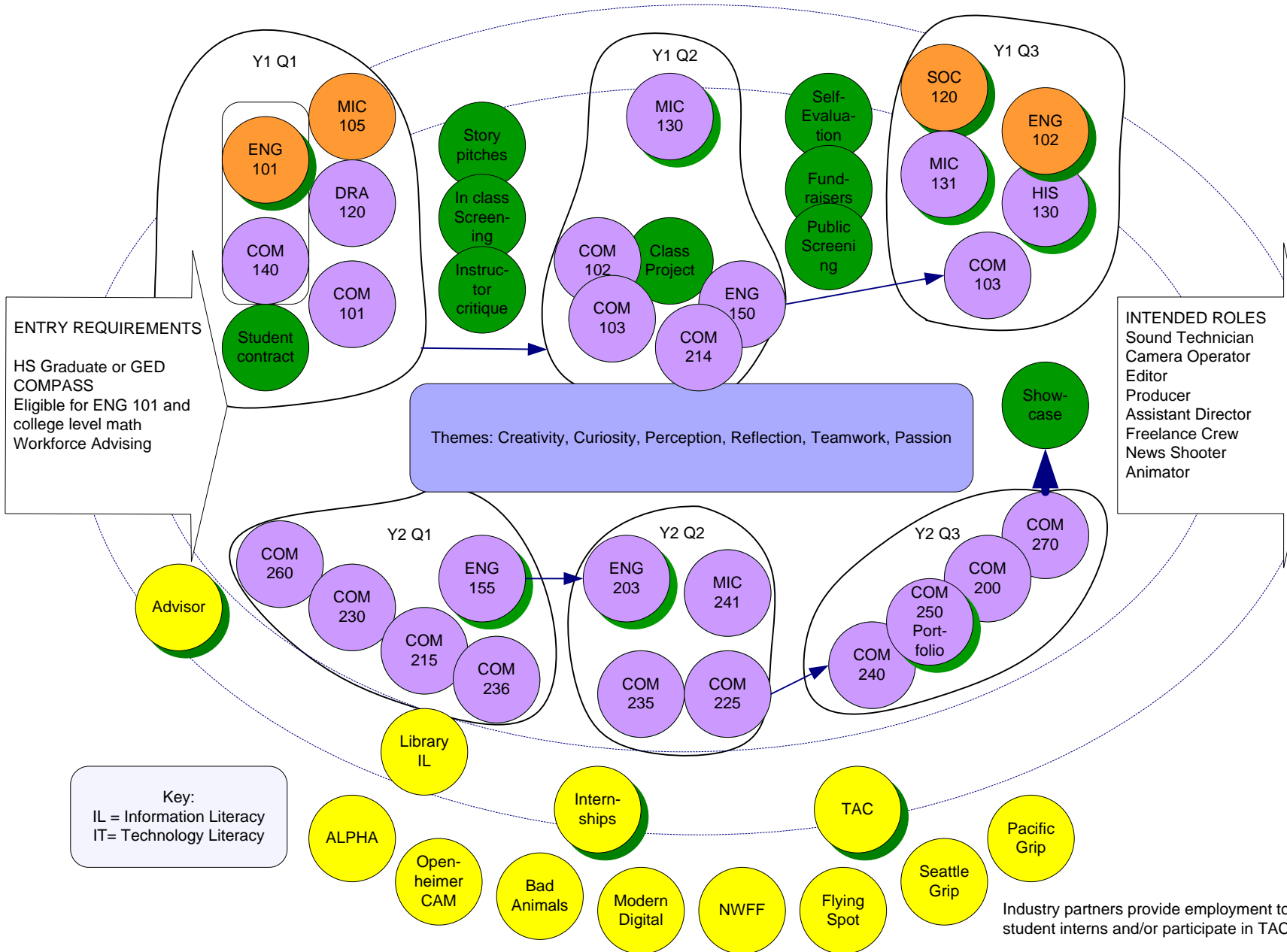
What must students understand to demonstrate the intended outcome?

What skills must students master to demonstrate the intended outcome?

What will students do in here to demonstrate evidence of the outcome?

What do students need to be able to DO "out there" that we're responsible for "in here"??

Program: Film & Video AAS Degree
 Snapshot on: 8 February 2008



Intended Learning Outcomes:

Craft: Demonstrate competency in scriptwriting, camera operation, lighting, sound recording, editing, production design, 2D and 3D graphics, directing.

Process: Demonstrate competency in producing, production management, post-production supervision, research, team building, media law, and union/guild regulations.

Language: Demonstrate knowledge of aesthetics, film history, broadcast history, sociology of the media.

Portfolio Preparation: Develop a sample reel as well as personal website to professional standards.

Communication: Communicate and present verbal, visual and written ideas and information clearly and accurately. Work effectively individually and collaborate with colleagues and as a member of a team. Be able to think critically and problem solve.

Computer Literacy: Understand various computer applications as they apply to the film and video business including motion graphics, encoding files for distribution and production of master tapes and DVDs.

Industry partners provide employment to student interns and/or participate in TAC

Program Assessment Inventory

Program: Film & Video – AAS Degree

Assessment methods used to determine that students are prepared to succeed and that they have achieved the program learning outcomes when they complete degrees or certificates.

	<i>Early program</i>	<i>Mid program</i>	<i>End of program</i>
<i>Students are prepared to learn (prerequisites)</i>			
ASSET test scores			
COMPASS test scores	<i>x</i>		
SLEP test scores			
Other?			
<i>Students are assessed as they move through the program</i>			
Competencies assessment	<i>integrated throughout program</i>		
Internship feedback			<i>x</i>
Pre-Mid-Post assessment	<i>contracts, one-on-one, self evaluation</i>		
Service Learning experience feedback			
Student course evaluations	<i>quarterly</i>		
Student focus groups			
Student grades	<i>quarterly</i>		
Student interviews			
Student self assessment	<i>x</i>	<i>x</i>	<i>x</i>
Student surveys			
<i>Students are assessed as they complete the program</i>			
Completion statistics			
Capstone projects			<i>showcase project</i>
Graduation statistics			
Portfolios			
Presentations			<i>showcase</i>
<i>External assessment data is collected</i>			
Transfer rates			<i>by college</i>
Employer surveys			
Technical Advisory Committee	<i>meets quarterly</i>		
License certification success rates			<i>by college</i>
Performance in 4 year programs			
Employment rates			
Salary statistics			
Survey of former students			
Other?			

Film and Video Communications – AAS Degree

Learning outcomes:

At the end of two years students have acquired comprehensive training in the craft, process and language of moving images, and are ready for entry-level employment in the industry.

Specific skills learned:

1. Craft: Demonstrate competency in scriptwriting, camera operation, lighting, sound recording, editing, production design, 2D and 3D graphics, directing.
2. Process: Demonstrate competency in producing, production management, post –production supervision, research, team building, media law, and union/guild regulations.
3. Language: Demonstrate knowledge of aesthetics, film history, broadcast history, sociology of the media.
4. Portfolio Preparation: Develop a sample reel as well as personal website to professional standards.
5. Communication: Communicate and present verbal, visual and written ideas and information clearly and accurately. Work effectively individually and collaborate with colleagues and as a member of a team. Be able to think critically and problem solve.
6. Computer Literacy: Understand various computer applications as they apply to the film and video business including motion graphics, encoding files for distribution and production of master tapes and DVDs.