

Assessment Report - Four Column

Eastern Oregon University Program (CAS) MAC

Catalog Description: Media Arts majors are required to take no less than 60 hours of upper division course work to meet the institutional graduation requirement. Students select a particular concentration, from three that are offered, to fulfill this program requirement. The concentrations, including digital media, journalism, and film studies, seek to further define these particular specialties in the Media Arts program. Each of the three concentrations has a list of core requirements that are considered fundamental to the track's specialization.

Program Outcomes	Means of Assessment & Benchmark / Tasks	Data Analysis	Closing the Loop & Follow-Up
<p>Program (CAS) MAC - Content Knowledge - Demonstrate mastery of content in area of concentration (Digital Media, Journalism, or Film Production).</p> <p>Year(s) to be Assessed: 2011-2012 2016-2017</p> <p>Outcome Status: Active</p>	<p>Description of Assessment: Random Sample from program: Examination</p> <p>Benchmark: TBD</p>		
<p>Program (CAS) MAC - Critical Thinking - Demonstrate through critical thinking an understanding of the history of mass media and communication.</p> <p>Year(s) to be Assessed: 2009-2010 2014-2015</p> <p>Outcome Status: Active</p>	<p>Description of Assessment: Art 260: Final exam, other exams, or written critical essays</p> <p>Benchmark: 67% at 4 or higher</p>	<p>07/12/2011 - 18 of 21 students (85.7% met the 67% standard; 3 of 21 (14.3%) missed the standard. Of the 9 questions, 4 answered all 9 correctly; 3 answered 8 correctly; 7 answered 7 correctly; 4 answered 6 correctly; 3 answered 5 correctly.</p> <p>Proficient?85-100%: 7 students, 33.3% Adequate?67-84%: 11 students, 52.4% Developing?0-66%: 3 students, 14.3%</p> <p>Of interest: Even students who missed the standard (3), missed by only one question. No student scored lower than 55.5% on the critical thinking questions. As a class, the students answered 148 of 189 (78.3%) correctly.</p> <p>Entire exam: students answered 74.2% (1091 of 1470) of all the questions correctly.</p>	<p>07/12/2011 - Generally, I am satisfied with student performance on answering critical thinking questions. The fact that two of the questions were not answered at the Proficient or Adequate levels is of interest. It suggests that increased emphasis might be placed on those areas.</p>

Program Outcomes	Means of Assessment & Benchmark / Tasks	Data Analysis	Closing the Loop & Follow-Up
		<p>Critical thinking questions: students answered 78.3% (14 of 189) correctly.</p> <p>Proficient: As a class, students answered 5 of the 9 questions at the proficient level. Adequate: As a class, students answered 2 of the 9 questions at the adequate level. Developing: As a class, students answered 2 of the 9 questions at the developing level.</p> <p>Questions 2 and 22: As a class, students failed to meet proficiency level (67%) on these two questions. #2 asked students to place journalistic periods in chronological order (42.9% answered incorrectly). #22 asked students to identify factors in the rise of national brands (38.1% answered incorrectly).</p> <p>Benchmark Met: Yes Reporting Year: 2010-2011 Related Documents: Assessment Summary</p>	
<p>Program (CAS) MAC - Inquiry and Analysis - Demonstrate inquiry and analysis on media products.</p> <p>Year(s) to be Assessed: 2010-2011 2016-2017</p> <p>Outcome Status: Active</p>	<p>Description of Assessment: Art 260: essay, website, or analysis</p> <p>Benchmark: 1-5; 1-lowest, 5-highest</p>	<p>11/01/2012 - 11 of 15 students (73%) met the 67% standard; 4 of 15 (27%) missed the standard. Proficient? 4.5 ? 5: 5 students, 33.3% Adequate? 3.5 ? 4: 6 students, 40% Developing? 0 ? 3.5: 4 students, 27% Of interest: ? No student scored below a 3 on the category of Thematic Intention ? Students are able to receive outstanding scores on Thematic Intention while still receiving lower marks on the technical components of their assignment ? The lowest score received by any student on the</p>	<p>11/01/2012 - A revamp of the Beginning Photography class this summer prompted fantastic success rates among students beginning in the fall. Using Winter 2011 as a sample, I found that many students still retained the enthusiasm for this project that the Fall class had. That said, students still failed to grasp the thematic notions of what constituted a successful project at more than a 25% rate. My solution to this will be to</p>

Program Outcomes	Means of Assessment & Benchmark / Tasks	Data Analysis	Closing the Loop & Follow-Up
		<p>final project in this particular term was a 70% (C-)</p> <p>Benchmark Met: Yes</p> <p>Reporting Year: 2010-2011</p> <p>Related Documents: Assessment Summary</p>	<p>implement an intermediate written statement to help guide the student to more solid ideas before small group critique. Like some of my colleagues do in other beginning art classes at EOU, I will construct a worksheet for students to complete that will help guide their thoughts and help them specify their themes. Beginning photography has a very high percentage of non-art students in its enrollment. An intermediary written step in the process should help most students to think abstractly enough to lower the Developing group numbers even more.</p>
<p>Program (CAS) MAC - Integrated and Applied Learning - Integrate and apply the aesthetic and formal principles of media in media products.</p> <p>Year(s) to be Assessed: 2012-2013</p> <p>Outcome Status: Active</p>	<p>Description of Assessment: MA 403: research project</p> <p>Assessment Type: Capstone Assignment/Project</p> <p>Benchmark: 1-3; 3-excellent, 2-average, 1-poor</p> <p>Description of Assessment: MM 264: Course Assessment</p> <p>Benchmark: 60% at 3, 4, or 5</p>	<p>07/12/2011 - Over 90% of the students were Proficient and/or demonstrated excellence in the following areas further referenced in the assessment rubric: application and integration of workshop concepts to their group productions in the areas of producing, directing, sound recording, cinematography, and editing. as key positions on the crew were assigned students expanded their expertise in their</p>	<p>07/12/2011 - Strengths include the team/collaborative aspect of this 10 week project and the practical application of demonstrated course material. In this environment students are given little room for failure. All must work together in order to achieve the proficient results. Each student is encouraged by their fellow students to excel at the highest level of</p>

Program Outcomes	Means of Assessment & Benchmark / Tasks	Data Analysis	Closing the Loop & Follow-Up
		<p>designated roles and worked as a team to complete principle photography.</p> <p>individual students demonstrated proficiency with two software applications, Celtx and Final Cut Pro the identification and application of at least 3 formal principles common to every film production; 180 degree rule, rule of thirds shot composition, and three point lighting setups.</p> <p>Benchmark Met: Yes</p> <p>Reporting Year: 2009-2010</p> <p>Related Documents: Media Arts Fall 2009 Assessment</p>	<p>participation.</p> <hr/>
	<p>Description of Assessment: To be assessed 12-13</p>	<p>06/13/2013 - See Related Document</p> <p>Benchmark Met: Yes</p> <p>Reporting Year: 2012-2013</p> <p>Related Documents: Assignment Data Analysis</p>	
<p>Program (CAS) MAC - Program Review - No Assessment - Program Review</p> <p>Year(s) to be Assessed: 2013-2014</p> <p>Outcome Status: Active</p>			

Curriculum Map

Eastern Oregon University

Program (CAS) MAC

Program (CAS) MAC

Content Knowledge - Demonstrate mastery of content in area of concentration (Digital Media, Journalism, or Film Production).

- * ART 120 - ART 120 - Design I*APC
- * ART 206 - ART 206 - Art History III*AEH
- * ART 220 - ART 220 - Design II*APC
- * ART 227 - ART 227 - Graphics*APC
- * ART 260 - ART 260 - Beg Photography*APC
- * ART 364 - ART 364 - Digital Photography
- * ENGL 195 - ENGL 195 - Introduction To Film*AEH
- * ENGL 199 - ENGL 199 - World Cinema*AEH
- * MA 260 - MA 260 - Fndations Mass Media*SSC
- * MA 360 - MA 360 - Media Theory
- * MA 403 - MA 403 - Capstone
- * MA 404 - MA 404 - Capstone Film Production
- * MA 405 - MA 405 - Capstone:Post Production
- * MA 409 - MA 409 - Practicum
- * MM 125 - MM 125 - Fndtns Of Digital Media
- * MM 252 - MM 252 - Intro Web Authoring
- * MM 264 - MM 264 - Intro To Filmmaking
- * MM 327 - MM 327 - Intro to Cmptr Graphics Applic
- * MM 364 - MM 364 - Film Production
- * MM 366 - MM 366 - Video Post-Production
- * MM 368 - MM 368 - 2D Digital Animation
- * WR 230 - WR 230 - Newswriting/Reporting
- * WR 243 - WR 243 - Screenwriting Fund*APC
- * WR 330 - WR 330 - Digital Rhetoric

Critical Thinking - Demonstrate through critical thinking an understanding of the history of mass media and communication.

- * ART 120 - ART 120 - Design I*APC
- * ART 206 - ART 206 - Art History III*AEH
- * ART 220 - ART 220 - Design II*APC
- * ART 227 - ART 227 - Graphics*APC
- * ART 260 - ART 260 - Beg Photography*APC
- * ART 364 - ART 364 - Digital Photography
- * ENGL 195 - ENGL 195 - Introduction To Film*AEH
- * ENGL 199 - ENGL 199 - World Cinema*AEH
- * MA 260 - MA 260 - Fndations Mass Media*SSC
- * MA 360 - MA 360 - Media Theory
- * MA 403 - MA 403 - Capstone
- * MA 404 - MA 404 - Capstone Film Production
- * MA 405 - MA 405 - Capstone:Post Production
- * MA 409 - MA 409 - Practicum
- * MM 125 - MM 125 - Fndtns Of Digital Media
- * MM 252 - MM 252 - Intro Web Authoring
- * MM 264 - MM 264 - Intro To Filmmaking

- * MM 327 - MM 327 - Intro to Cmptr Graphics Applic
- * MM 364 - MM 364 - Film Production
- * MM 366 - MM 366 - Video Post-Production
- * MM 368 - MM 368 - 2D Digital Animation
- * WR 230 - WR 230 - Newswriting/Reporting
- * WR 243 - WR 243 - Screenwriting Fund*APC
- * WR 330 - WR 330 - Digital Rhetoric

Inquiry and Analysis - Demonstrate inquiry and analysis on media products.

- * ART 120 - ART 120 - Design I*APC
- * ART 206 - ART 206 - Art History III*AEH
- * ART 220 - ART 220 - Design II*APC
- * ART 227 - ART 227 - Graphics*APC
- * ART 260 - ART 260 - Beg Photography*APC
- * ART 364 - ART 364 - Digital Photography
- * ENGL 195 - ENGL 195 - Introduction To Film*AEH
- * ENGL 199 - ENGL 199 - World Cinema*AEH
- * MA 260 - MA 260 - Fndations Mass Media*SSC
- * MA 360 - MA 360 - Media Theory
- * MA 403 - MA 403 - Capstone
- * MA 404 - MA 404 - Capstone Film Production
- * MA 405 - MA 405 - Capstone:Post Production
- * MA 409 - MA 409 - Practicum
- * MM 125 - MM 125 - Fndtns Of Digital Media
- * MM 252 - MM 252 - Intro Web Authoring
- * MM 264 - MM 264 - Intro To Filmmaking
- * MM 327 - MM 327 - Intro to Cmptr Graphics Applic
- * MM 364 - MM 364 - Film Production
- * MM 366 - MM 366 - Video Post-Production
- * MM 368 - MM 368 - 2D Digital Animation
- * WR 230 - WR 230 - Newswriting/Reporting
- * WR 243 - WR 243 - Screenwriting Fund*APC
- * WR 330 - WR 330 - Digital Rhetoric

Integrated and Applied Learning - Integrate and apply the aesthetic and formal principles of media in media products.

- * ART 120 - ART 120 - Design I*APC
- * ART 220 - ART 220 - Design II*APC
- * ART 227 - ART 227 - Graphics*APC
- * ART 260 - ART 260 - Beg Photography*APC
- * ART 364 - ART 364 - Digital Photography
- * ENGL 207 - ENGL 207 - Applied Film Criticism
- * MA 360 - MA 360 - Media Theory
- * MA 403 - MA 403 - Capstone
- * MA 404 - MA 404 - Capstone Film Production
- * MA 405 - MA 405 - Capstone:Post Production
- * MA 409 - MA 409 - Practicum
- * MM 125 - MM 125 - Fndtns Of Digital Media
- * MM 252 - MM 252 - Intro Web Authoring
- * MM 264 - MM 264 - Intro To Filmmaking

- * MM 327 - MM 327 - Intro to Cmptr Graphics Applic
- * MM 364 - MM 364 - Film Production
- * MM 366 - MM 366 - Video Post-Production
- * MM 368 - MM 368 - 2D Digital Animation
- * WR 230 - WR 230 - Newswriting/Reporting
- * WR 243 - WR 243 - Screenwriting Fund*APC

Program Outcomes - Assessment Cycle

Year(s) to be Assessed	Program Outcome Name	Unit Name
2009-2010	Critical Thinking	Program (CAS) MAC
2010-2011	Inquiry and Analysis	Program (CAS) MAC
2011-2012	Content Knowledge	Program (CAS) MAC
2012-2013	Integrated and Applied Learning	Program (CAS) MAC
2013-2014	Program Review - No Assessment	Program (CAS) MAC
2014-2015	Critical Thinking	Program (CAS) MAC
2016-2017	Content Knowledge	Program (CAS) MAC
2016-2017	Inquiry and Analysis	Program (CAS) MAC