Program Portfolio
Media Arts
May 2008

Description of Program

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.

Each concentration also includes a combination of courses that emphasize the technological changes that are augmenting traditional notions of media, whether visual, aural, or otherwise, and thus the mission of Media Arts. In many cases, a single course may be included in one, two, or all of the concentrations depending on the applicability of the course content to each specialized topic.

As a parallel to the Media Arts major, a minor degree is offered for each concentration, digital media, journalism, and film studies as well as a new minor in Communication.

A major in Media Arts gives students foundational preparation for understanding and analyzing the aesthetic, theoretical, and digital paradigms that inform a wide range of media. The Media Arts program emphasizes the intersection of aural, technological, textual, and visual literacy within the interdisciplinary liberal arts programs involved. The programs include Art, Business, Computer Science/Multimedia, English/Writing, Music, and Theatre, each contributing faculty for the instruction of Media Arts majors.

Students are prepared for entry into media-oriented fields such as journalism, broadcast writing, scriptwriting, film and multimedia production, audio production, web-authoring, and advertising, or for entry into more specialized graduate programs in film, communication, or multimedia. The three concentration areas share a common core of courses designed to give students a firm foundation in film and music aesthetics, visual composition, the production and layout of image and text, and multimedia applications.

These courses emphasize acquisition of the multiple literacies involved in media construction and critique. Additionally, the group of core courses seeks to help students define their specialization/s within the digital media, journalism, and film studies tracks offered within the program. The shared core also requires students to seek practicum or internship credits in various media enterprises (student and city newspapers, school and city radio stations, campus and local teleproductions, and area multimedia businesses).   Ultimately, the cross-disciplinary Media Arts program at Eastern Oregon University seeks to manifest the rapid and continuing convergence of various electronic media within an academic environment and promote critical thinking skills, aesthetic sensibilities, working methods and the creative problem solving skills necessary to succeed in such expanding new media environments.

Recent Programmatic Changes

The Media Arts program at Eastern Oregon University was established in 2002.

Recent refinements of the Media Arts program include changes to the required core curriculum and the required courses for each concentration. Courses in the disciplines that serve Media Arts are assessed to determine their relevance to the Media Arts mission.

In the Media Arts program students are provided with state of the art computer hardware and software. For the 2005-2006 academic year a new computer lab was installed with 30 new Apple Macintosh computers and 15 software applications that are considered to be standard in the new media industry. These tools allow for the instruction digital content creation particular to the students' concentration. The addition of hardware and software—including regular software updates—have been made possible by through Student Tech Fee funding. Tech fee equipment is available for checkout through the Media Loan library. The library was proposed through the Art and Media Arts programs to allow students access to equipment as well as to provide an equipment maintenance area.

How Program serves the Mission of the University and needs of region

Students can receive training in Multimedia Production, News and Feature Writing, Screenwriting, Radio Production, Digital and Film Photography, Videography, and Audio Production in a state-of-the-art digital imaging lab.

Media Arts Program Objectives & Outcomes

- Demonstrate and understanding of the history of mass media and communication.
- Formally and critically analyze media projects.
- Demonstrate an understanding of the aesthetic principles of digital media design.

Media Arts Assessment of Objectives ~~Key Programmatic Assessments~~

Demonstrate an understanding of the history of mass media and communication.
> Specific Assessments:
> - MA 260, MA 360: examinations
> - MA 260, MA 360: written critical essays

Formally and critically analyze media projects.
> Specific Assessments:
> - MM225, MM252: visual literacy essays in the form of website and/or digital media analysis.
> - ART260, MM327: peer and instructor critique analyzing formal and conceptual components of a project.

Demonstrate an understanding of the aesthetic principles of digital media design.
> Specific Assessments:
> - MA409 (Capstone): Depending on the concentration students will either write and publish news articles and feature stories or write and produce a digital media project, such as a digital film or website.
> - MA 409: see Rubric on following page

Media Arts Capstone Evaluation Rubric

Student's Name: Term: Year: Concentration: Credits:

	Excellent	Average	Poor	Notes
1. The student incorporates the appropriate amount of content, substance,or material into the project.	☐	☐	☐	
2. Oral and written evidence of research.	☐	☐	☐	
3. Level of detail.	☐	☐	☐	
4. The student is enthusiastic about the subject matter and exhibits a high quality of presentation.	☐	☐	☐	
5. Student is able to discuss the artistic and creative development of the project,technically and/or theoretically, as well as identify areas of scholarly growth in an interdisciplinary context.	☐	☐	☐	
6. Student incorporates interdisciplinary knowledge from Media Arts coursework.	☐	☐	☐	
7. Student demonstrates a level of technical complexity and ability that is consistent with completed coursework and/or projects.	☐	☐	☐	
8. Level of collaborative involvement and teamwork.	☐	☐	☐	

Instructor of Record   Final Grade

Current Programmatic Assessment Data/Reflections/Recommendations of Curriculum and Instruction

Media Arts Program Assessment 2007 – 2008:

> For 2007 – 2008 the Media Arts program will assess the *Media Arts Capstone Evaluation Rubric* to evaluate whether:

>> 1. students are meeting the criteria
>> 2. the rubric needs to be reworked so that it will be applicable for all concentrations.

Media Arts is an interdisciplinary program made up of very diverse concentrations requiring separate capstones for each concentration.

The Media Arts program is currently developing a website that will track alumni for future assessments. The goal is to keep former students connected to the program utilizing technology and methods that were introduced to them in the program. We feel that utilizing technology to keep the dialogue open will help give students in the program an additional line of support when making the transition from the program to a professional environment.

Programmatic Assessment: Synthesis and Recommendations

The detailed analysis of the Media Arts program in 2003 led to many changes to refine the program. Key among these changes was the creation of an advanced Digital Imaging lab complete with 30 Mac G5 computers, advanced software packages, and a network server for file storage. This addresses student concerns about data storage and integrity.

Tech fee proposals for the Media Arts program have yielded approximately 73 thousand dollars worth of new equipment including high definition video cameras and editing packages, state of the art still cameras, increased RAM for each computer in the new G5 lab, 10 HDV video cameras, a large format printer, and scanner.

Security and access to the Media Arts lab in now monitored with individual door codes so we can monitor who enters and leaves the lab. Theft has not been a problem.

3 new full-time faculty were hired to support the program in 2005 giving new direction and continued ongoing interdisciplinary relationships.

Library and Information Resources: The Media Arts program benefits from existing collections in Multimedia, Art, Design, and Journalism. Media Arts faculty have focused their normal library allocations on building this collection, and the library has made minor purchases from the existing budget in this area (totaling approximately $2,200). This collection's video and monograph holdings are adequate, but additional funding is necessary in order to bring it to its full potential. In an effort to supplement the scholarly research needs of Media Arts students and faculty, the library faculty decided to reallocate existing funds in order to cover expanded access to additional online electronic databases. This action has benefited on-campus as well as off-campus students by providing access to additional research tools.

Tech Fee Loan Library: In 2006 the Tech Fee committee accepted a proposal to create an equipment check-out library for students. Current equipment includes HD video camera, digital and film still cameras (including dSLR's), tripods and sound equipment. Students check out equipment from the A/V library (in Inlow hall) for up to three days to work on student projects. We anticipate regular updates for this equipment.

Smart Classroom: In Winter 2002, faculty in Art, English/Writing, Theater, and Multimedia submitted a proposal to the Technology Fee Committee for a Smart Classroom. The proposal was approved, and in Summer 2002 EOU restructured an existing classroom in Loso Hall into a Smart Classroom to be used by faculty and students participating (primarily) in courses contributing to the Media Arts program. State-of-the-art sound, film, internet, and projection systems now enhance classroom instruction and learning.

Assessment of Learning Outcomes: All concentrations in the Media Arts degree provide students with formal, conceptual, technical and artistic skills necessary for aesthetic appreciation and digital tool expertise essential to the production of digital media, including graphics, audio, video, and print. Students may employ this knowledge in the publishing or entertainment industries or in support of interactive multimedia development.

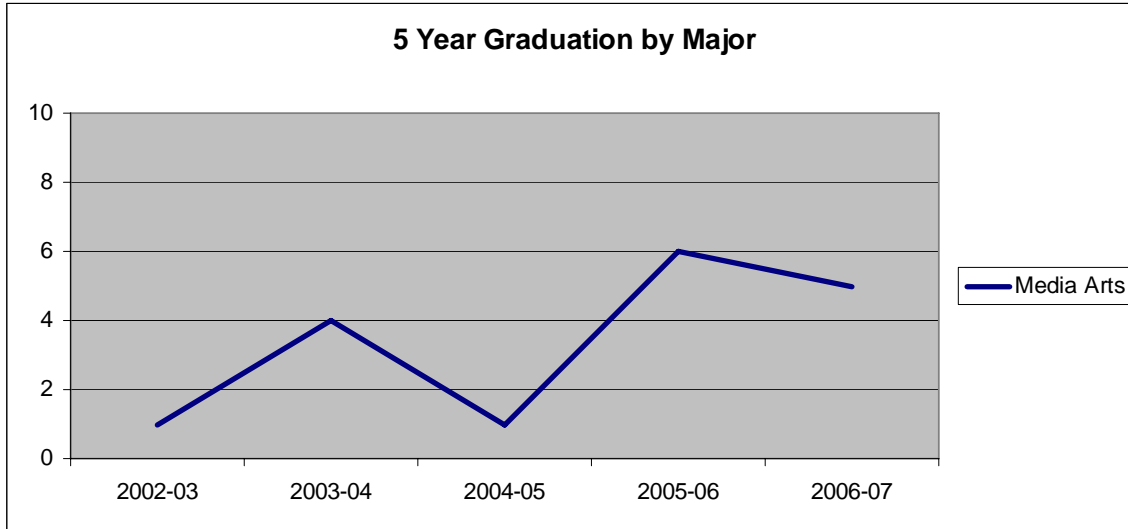## Enrollment and Program Performance
Eastern Oregon University
5 Year Student Credit Hours Generated by 'MA' Course Prefix
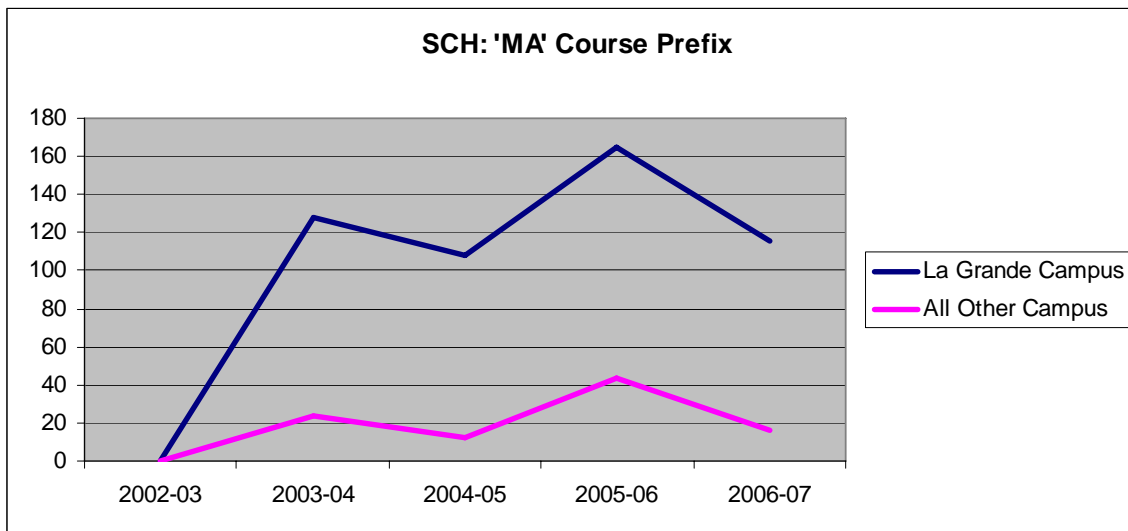
	2002-03	2003-04	2004-05	2005-06	2006-07
La Grande Campus	0	128	108	165	116
All Other Campus	0	24	12	44	16

Total	0	152	120	209	132

*SCH includes all terms effective end of term

5 Year Graduation by Major

	2002-03	2003-04	2004-05	2005-06	2006-07
Media Arts	1	4	1	6	5

Commentary on Enrollment and Graduate Trends

Since the inauguration of the program enrollments have increased from 22 majors to approximately 50 majors. This pattern of growth included a nearly 60% increase over the period of AY 2005-6 and 2006-7.

Program and Course Scheduling Requirements

General Education and Service Course Schedule

Not applicable to Media Arts

Major Course Requirements Schedule

FALL YEAR 1

Course	Load Hours	Mean Enroll
MA 260	4	23
MA 409	2	8

FALL YEAR 2

Course	Load Hours	Mean Enroll
MA 260	4	23
MA 409	2	8

WINTER YEAR 1			WINTER YEAR 2		
Course	Load Hours	Mean Enroll	Course	Load Hours	Mean Enroll
MA 360 (online)					
MA 409	2	8	MA 409	2	8

SPRING YEAR 1			SPRING YEAR 2		
Course	Load Hours	Mean Enroll	Course	Load Hours	Mean Enroll
MA 409	2	8	MA 409	2	8
MA 360	4	10			
MA 403	3	6	MA 403	3	6
TOTAL	17	63	TOTAL	13	53

MA 409 is taught by both Kevin Roy and Neil Gustafson for separate concentrations

The following non-Media Arts courses are core requirements for the major:

    ART 206 Art History III (3),
    ART 260 Beginning Photography (4)
    MM 125 Foundations of Digital Media (3)
    WR 330 Electronic Word (3)

The following non-Media Arts courses are required courses for the Digital Media concentration:

    MM 315 Multimedia Design (3)
    MM 252 Introduction to Web Authoring (3)
    MM 364 Digital Video Production (3)

The following non-Media Arts courses are required courses for Journalism concentration:

    WR 230* Newswriting/Reporting (4)

The following non-Media Arts courses are required courses for the Film Studies concentration:

    ENGL 207 Applied Film Criticism (3)

Total SCH Required per academic year (General Education and service courses and major courses)

Total-------load hours

Total SCH Required per academic year (General Education and service courses and major courses)

Total-------load hours

Staffing

Building on extant faculty positions in the contributing disciplines of the program, four new positions were approved for academic year 2005-2006 to dually serve Media Arts and the contributing disciplines (art, computer science/multimedia, English/writing, and theatre) that collectively contribute the most courses to the Media Arts curriculum. This arrangement enables the contributing disciplines to manage the potential of increased enrollments resulting from the addition of their courses into the Media Arts curriculum. Currently, Media Arts has approximately 50 majors. Prior to the approval, courses were taught by faculty in the disciplines that were contributing courses to the Media Arts curriculum. New Media Arts faculty contribute primarily to their fundamental discipline.

Additionally, a Media Arts committee made up of the four Media Arts faculty and other faculty from the participating disciplines ensures that refinement of the program is ongoing and initiatives that support the Media Arts discipline are carried out.

Faculty Accomplishments

Because all contributing faculty are based in other programs (i.e.: Art, CS/MM, Eng/WR, etc.) accomplishments are listed in those portfolios.

Minimum Staffing Requirements

1) Current assessment of Faculty
Based on the current faculty in media arts, the following total FTE are available:

Total = 5.65 FTE -------?????

2) Efficiency Ratios

Load/Faculty On Campus

Based on the 2006/7 SCH, the ratio of SCH to faculty in Media Arts prefix courses is _____
Student load hours/5.65 FTE = _____ load hours per faculty member.

Total SCH is _____

ON Campus SCH _____

ONLINE SCH _____

ON SITE SCH _____

<u>SCH/Faculty Need</u>

On campus _____cr hr/ 36

Summary Recommendations/Observations

The strength of the Media Arts program lies in:
1. a cross-disciplinary structure that is provided as a framework for students to work within.
2. a diverse student body with multi-faceted interest in evolving media.
3. a faculty dedicated to the discipline of new media.
4. state-of-the-art computer lab and equipment.

Recommendations:
1. track increased enrollments in the program through the newly revised website (the website will also track alumni for future assessments of the Media Arts program).
2. market the program on the web and with other forms of marketing collateral.
3. hire a media law/broadcast journalism professor.
4. update the capstone to include sequential courses and a course introduction to new media.
5. develop a new Communication concentration.

Administrative Review of Program