**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.

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<td><strong>Program (CAS) MAC - Content Knowledge -</strong></td>
<td><strong>Description of Assessment:</strong> Random Sample from program: Examination</td>
<td><strong>Benchmark:</strong> TBD</td>
<td><strong>Year(s) to be Assessed:</strong> 2011-2012, 2016-2017</td>
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<tr>
<td><strong>Demonstrate mastery of content in area of concentration (Digital Media, Journalism, or Film Production).</strong></td>
<td><strong>Outcome Status:</strong> Active</td>
<td><strong>Proficient?85-100%:</strong> 7 students, 33.3%</td>
<td><strong>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.</strong></td>
</tr>
<tr>
<td><strong>Program (CAS) MAC - Critical Thinking -</strong></td>
<td><strong>Description of Assessment:</strong> Art 260: Final exam, other exams, or written critical essays</td>
<td><strong>Adequate?67-84%:</strong> 11 students, 52.4%</td>
<td><strong>07/12/2011 -</strong></td>
</tr>
<tr>
<td><strong>Demonstrate through critical thinking an understanding of the history of mass media and communication.</strong></td>
<td><strong>Benchmark:</strong> 67% at 4 or higher</td>
<td><strong>Developing?0-66%:</strong> 3 students, 14.3%</td>
<td><strong>07/12/2011 -</strong></td>
</tr>
<tr>
<td><strong>Year(s) to be Assessed:</strong> 2009-2010, 2014-2015</td>
<td></td>
<td><strong>07/12/2011 -</strong></td>
<td><strong>07/12/2011 -</strong></td>
</tr>
<tr>
<td><strong>Outcome Status:</strong> Active</td>
<td></td>
<td>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. Proficient?85-100%: 7 students, 33.3% Adequate?67-84%: 11 students, 52.4% Developing?0-66%: 3 students, 14.3% 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.**</td>
<td>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. 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.**</td>
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<tr>
<td><strong>06/26/2013 1:18 PM</strong></td>
<td><strong>Entire exam: students answered 74.2% (1091 of 1470) of all the questions correctly.</strong></td>
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<td>Critical thinking questions: students answered 78.3% (14 of 189) correctly.</td>
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<td>Proficient: As a class, students answered 5 of the 9 questions at the proficient level.</td>
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<td>Adequate: As a class, students answered 2 of the 9 questions at the adequate level.</td>
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<td></td>
<td>Developing: As a class, students answered 2 of the 9 questions at the developing level.</td>
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<td></td>
<td>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).</td>
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<tr>
<td></td>
<td>Benchmark Met: Yes</td>
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<td>Reporting Year: 2010-2011</td>
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**Description of Assessment:**
- Art 260: essay, website, or analysis

**Benchmark:**
- 1-5; 1-lowest, 5-highest

**Evaluation:**
- 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

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<td>final project in this particular term was a 70% (C-)</td>
<td>Benchmark Met: Yes</td>
<td>implement an intermediary 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.</td>
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<tr>
<td></td>
<td>Reporting Year: 2010-2011</td>
<td>Reporting Year: 2010-2011</td>
<td>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</td>
</tr>
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<td></td>
<td>Related Documents: Assessment Summary</td>
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</table>

**Program (CAS) MAC - Integrated and Applied Learning - Integrate and apply the aesthetic and formal principles of media in media products.**

**Year(s) to be Assessed:** 2012-2013

**Outcome Status:** Active

**Description of Assessment:**
- MA 403: research project
- Assessment Type: Capstone Assignment/Project
- Benchmark: 1-3; 3-excellent, 2-average, 1-poor

**Description of Assessment:**
- MM 264: Course Assessment
- Benchmark: 60% at 3, 4, or 5

**Data Analysis:**
- 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

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<td>designated roles and worked as a team to complete principle photography. 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.</td>
<td>Benchmark Met: Yes Reporting Year: 2009-2010</td>
<td>Participation.</td>
</tr>
<tr>
<td>Description of Assessment:</td>
<td>To be assessed 12-13</td>
<td>Benchmark Met: Yes Reporting Year: 2012-2013</td>
<td>Related Documents: Media Arts Fall 2009 Assessment</td>
</tr>
<tr>
<td>Description of Assessment:</td>
<td>06/13/2013 - See Related Document</td>
<td>Benchmark Met: Yes Reporting Year: 2012-2013</td>
<td>Related Documents: Assignment Data Analysis</td>
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Program (CAS) MAC - Program Review - No Assessment - Program Review

**Year(s) to be Assessed:**
2013-2014

**Outcome Status:**
Active
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 - Fndtions 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 Cmptgr 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 - Fndtions 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
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
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* 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 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 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 Cmprt Graphics Applic
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* WR 243 - WR 243 - Screenwriting Fund*APC
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