Continuous Improvement Plan (CIP) Documentation

Date: 07/17/14 _____ **Name of Administrative or Educational Support Unit:** Fine Arts/Communication Design/Digital Video

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Mission:

The Communication Design Department and Digital Video program is committed to student success in the visual creative fields. The program accomplishes this through emphasis on teaching traditional design principles, creative innovation, critical thinking, technical skills, and professionalism. After the completion of the AAS degree digital video students will be prepared in a variety of broadcast styles from live television to long form documentaries. Students will have the knowledge to assist filmmakers and video editors. Students will be prepared to work as freelancers and/or start their own independent video studios. Students who enroll in the program will gain competencies in various video and graphic related technologies. Graduates from this program can move into video editing, directing, or producing businesses. They will also gain the skills to develop a freelance position or their own professional studio

PART I: Might not change from year to year

A. Outcomes(s) Results expected in this department/program	**B. Measure(s)** The instrument or process used to measure results	**C. Target(s)** The level of success expected
Software Proficiency Understands and expertly uses appropriate software to achieve desired outcomes.	Consistently knows what software/tools to use to create desired elements and effects or uses resources effectively and independently to find out. Uses software efficiently. Measured by a cohesive and comprehensive video based project using computers and videography/design software. 33% - Effective production/producing designs for video production 33% - Effective environmental concept art to establish the "look and feel" of a production. 33% - Effective storyboard development to plan a narrative storyline as executed in final media.	Passing ≥ 75% - Evaluated by the instructor based professional practices and standards.

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Concept Development/ Critical Thinking Demonstrates deep conceptual understanding, high order thinking skills, and knowledge construction of the concepts being taught Portfolio captures the goal of the established criteria is engaging and preplanning preparation is evident in the final product	Portfolio clearly and effectively communicates to the target audience. The project is original concise and attention-grabbing. Measured by discussions, assignments, examinations, and video project, which includes editing, shooting and producing. 33% - Effective production designs for video production 33% - Effective producing concepts to establish the "look and feel" of a production. 33% - Effective storyboard development to plan a narrative storyline as executed in final media.	Passing ≥ 75% - Evaluated by the instructor based professional practices and standards.
Communication Skills Problem solving/communication skills are clearly evident throughout the process of completing the project.	Projects throughout the student's degree program are assessed to measure results. Measured by course discussions and students' demonstrated ability to communicate with their clients. 33% - Effective communication with clients, co-workers and supervisors. 33% - Does the finished work communicate effectively with the target audience? (i.e. client intent, target and audience needs). 33% - Presents portfolio work effectively.	Passing ≥ 75% - Evaluated by the instructor based professional practices and standards.

Proficiency in Design	Original and creative portfolio showcasing exceptional use of design principles and clear and distinct connections to key design concepts. Measured by use of appropriate software, a demonstrated ability to edit using digital video specific television guidelines and a demonstrated ability to understand moving frames (key frames) in digital video productions. 20% - Form 20% - Color 20% - Lighting 20% - Movement 20% - Composition TOTAL – 100%	Passing ≥ 75% - Evaluated by the instructor based professional practices and standards.