**Assessment Plan**

**for Workforce and FOS Programs**

**Program/Track Name: \_Video Production \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Description of Program-Level Learning Outcomes**

Please indicate the Program Learning Outcomes for the degree, degree track, or certificate below:

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| --- |
| Program-Level Learning Outcomes |
| Program Learning Outcome 1: | Students will synthesize different writing techniques to effectively convey a message through a video project. |
| Program Learning Outcome 2: | Students will develop a professional portfolio of video production work to showcase skills and demonstrate mastery.  |
| Program Learning Outcome 3: | Students will collaborate with others to produce a video project that meets established creative and technical standards.  |
| Program Learning Outcome 4: | Students will utilize technology and software to produce professional-quality video content. |

**Section I: Technical Courses**

For **all technical courses** in the program, indicate in the table on the following page whether and/or how the course will support the program learning outcomes. You should include courses outside your discipline area and work collaboratively with those disciplines to determine whether and/or how those course(s) will support the program learning outcomes. **Please note** that it is understandable if courses from outside the discipline do not assess the program-level learning outcomes and serve only to introduce, practice and/or emphasize the program outcomes. It is also possible that technical courses outside of your discipline may not directly support the specific program-level learning outcomes you have identified.

***How to complete the program map:***

For each technical course in your program, please indicate whether any program-level learning outcome is introduced to students (I), practiced by students (P), emphasized for students (E), or formally assessed (A).

For example, if course WXYZ 1234 introduces students to one of the program outcomes, then enter “I” for that specific program outcome in the appropriate column. Please note that a course can be “I”, “P”, “E” and/or “A” in any program outcome. The labels in the following table apply SOLELY to the program level learning outcomes defined above. (It is NOT necessary for every course to address a program level learning outcome, and it is NOT necessary that Assessment or program level learning outcomes occur in every course.)

**Program Map ▼**

I=Introduced P=Practiced E=Emphasized A=Assessed

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Program Courses | Program Learning Outcome 1 | Program Learning Outcome 2 | Program Learning Outcome 3 | Program Learning Outcome 4 |
| RTVB 1329Scriptwriting | IPEA | I | IP | I |
| ARTV 1351Digital Video | IPE | I | IPE | IPEA |
| RTVB 1325TV Studio Production | E | I | PE | PE |
| FLMC 2330Audio Postproduction | I | I | E | EA |
| FLMC 2336Production Development – Producing | I | I | IE | E |
| FLMC 2334Directing for Film and Video | P | I | EP | E |
| ARTV 2320Team Program Production I | PEA | PE | PEA | PEA |
| FLMC 2333Cinematography | PE | P | E | PE |
| RTVB 2330Film and Video Editing | I | I | E | PEA |
| RTVB 2347Business Management | E | I | E | E |
| RTVB 2340Portfolio Development  | PE | PEA | PE | PEA |
| **FLMC 1331 Video Graphics and Visual Effects I** | I | I | I | P |
| **FLMC 2331 Video Graphics and Visual Effects II** | E | P | E | P |
|  |  |  |  |  |
|  |  |  |  |  |

**Assessment Plan for Program Learning Outcomes**

Review existing assessment methods and current practices for collecting/gathering student data to identify direct (and possibly indirect methods of assessment). Remember that the data will need to be gathered, analyzed, and used to support the program’s continuous improvement processes.

**Note:** Because courses from other disciplines already have assessment plans in place, they do not have to be included in this assessment plan. Nonetheless, proposers must work collaboratively with these other disciplines to stay current and up-to-date with the assessment plans in these courses.

|  |  |  |
| --- | --- | --- |
| Program-Level Learning Outcome (e.g. Students will describe the impact of various cultures on American cuisine.) | Assessment Measure(s) and Where Implemented in Curriculum – Description of Instrument(s)/ process(es) used to measure results and indication of where the assessment will be collected in curriculum. (e.g. Essay on Cultural influences on American cuisine in CUIS 1300.) | Targets- Level of Success Expected(e.g. 80% of students score 2.5 or better on rubric for essay on cultures and cuisine.) |
| PLO #1 Students will synthesize different writing techniques to effectively convey a message through a video project. | **Description:** ARTV 2320 Team Production – Short Film Screenplay**Process Used to Measure:** The screenplay showcases the student's ability to synthesize and apply various writing techniques to effectively convey a message.**Short Film Screenplay Grading Rubric****Integration of Production Techniques:*** Excellent (4 points): Screenplay effectively integrates a variety of production techniques, including visual storytelling, character development, and dialogue, to effectively convey the intended message.
* Good (3 points): Screenplay integrates some production techniques but may lack diversity or depth.
* Satisfactory (2 points): Screenplay demonstrates a basic understanding of production techniques but may struggle to integrate them effectively.
* Needs Improvement (1 point): Screenplay lacks effective integration of production techniques or may apply them inappropriately or ineffectively.

**Visual Storytelling:*** Excellent (4 points): Screenplay effectively uses visual storytelling techniques, such as camera angles, shot selection, and lighting, to enhance the overall storytelling and convey the intended message.
* Good (3 points): Screenplay uses visual storytelling techniques effectively but may struggle to integrate them into the overall production.
* Satisfactory (2 points): Screenplay demonstrates a basic understanding of visual storytelling techniques but may struggle with their application or implementation.
* Needs Improvement (1 point): Screenplay lacks effective use of visual storytelling techniques or may apply them inappropriately or ineffectively.

**Character Development:*** Excellent (4 points): Screenplay effectively develops characters, including motivations, personality, and backstory, to enhance the overall storytelling and convey the intended message.
* Good (3 points): Screenplay develops characters effectively but may struggle to integrate them into the overall production.
* Satisfactory (2 points): Screenplay demonstrates a basic understanding of character development but may struggle with its application or implementation.
* Needs Improvement (1 point): Screenplay lacks effective character development or may apply it inappropriately or ineffectively.

**Dialogue:*** Excellent (4 points): Screenplay effectively uses dialogue, including pacing, tone, and delivery, to enhance the overall storytelling and convey the intended message.
* Good (3 points): Screenplay uses dialogue effectively but may struggle to integrate it into the overall production.
* Satisfactory (2 points): Screenplay demonstrates a basic understanding of dialogue but may struggle with its application or implementation.
* Needs Improvement (1 point): Screenplay lacks effective use of dialogue or may apply it inappropriately or ineffectively.

**Where Collected in the Curriculum:** Second year, first semester. | 75% of students score 80% or above based on project rubric. |
| PLO #2 Students will develop a professional portfolio of video production work to showcase skills and demonstrate mastery. | **Description: RTVB2340 Portfolio: Final Project Demo Reel**A professional portfolio of video production work that showcases the student's skills and demonstrates mastery. The portfolio will be evaluated through a rubric that assesses the student's ability to select and present a diverse range of video production work, demonstrate technical proficiency, and effectively communicate their strengths and achievements.**Demo Reel Grading Rubric****Selection of Video Production Work*** Excellent (4 points): Portfolio contains a diverse range of video production work that showcases the student's skills and demonstrates mastery.
* Good (3 points): Portfolio contains a variety of video production work but may lack diversity or depth.
* Satisfactory (2 points): Portfolio contains some video production work but may be limited in scope or quality.
* Needs Improvement (1 point): Portfolio contains limited or insufficient video production work.

**Technical Proficiency:*** Excellent (4 points): Video production work demonstrates mastery of technical skills, including editing, lighting, sound, and special effects.
* Good (3 points): Video production work demonstrates a good understanding of technical skills, with occasional errors or weaknesses.
* Satisfactory (2 points): Video production work demonstrates a basic understanding of technical skills, with some errors or weaknesses.
* Needs Improvement (1 point): Video production work lacks technical proficiency or contains significant errors or weaknesses.

**Effective Communication of Strengths and Achievements:*** Excellent (4 points): Portfolio effectively communicates the student's strengths and achievements, showcasing their mastery of video production skills.
* Good (3 points): Portfolio effectively communicates some of the student's strengths and achievements but may lack detail or specificity.
* Satisfactory (2 points): Portfolio communicates some of the student's strengths and achievements but may be limited in scope or clarity.
* Needs Improvement (1 point): Portfolio lacks effective communication of the student's strengths and achievements or may contain inaccuracies or misrepresentations.

**Where Collected in the Curriculum:** Second year, second semester. | 75% of students score 80% or above based on project rubric. |
| PLO #3 Students will collaborate with others to produce a video project that meets established creative and technical standards. | Description: ARTV 2320 Team Production Short FilmThe short film is a group video production project that demonstrates the student's ability to work effectively as part of a team, communicate and negotiate ideas, and meet established creative and technical standards. **Short Film Grading Rubric** **Teamwork Skills:*** Excellent (4 points): Student works effectively as part of a team, communicates, and negotiates ideas, and demonstrates strong collaboration skills.
* Good (3 points): Student works well as part of a team but may struggle with communication or negotiation at times.
* Satisfactory (2 points): Student works adequately as part of a team but may struggle with collaboration or teamwork skills.
* Needs Improvement (1 point): Student lacks effective teamwork skills and may struggle to collaborate effectively with others.

**Problem-Solving Abilities:*** Excellent (4 points): Student demonstrates strong problem-solving abilities, quickly and effectively addressing challenges and roadblocks in the project.
* Good (3 points): Student demonstrates some problem-solving abilities but may struggle to find solutions to complex problems.
* Satisfactory (2 points): Student demonstrates basic problem-solving abilities but may struggle to find solutions to routine problems.
* Needs Improvement (1 point): Student lacks problem-solving abilities and may struggle to address challenges or roadblocks in the project.

**Technical Proficiency:*** Excellent (4 points): Video production project demonstrates mastery of technical skills, including editing, lighting, sound, and special effects.
* Good (3 points): Video production project demonstrates a good understanding of technical skills, with occasional errors or weaknesses.
* Satisfactory (2 points): Video production project demonstrates a basic understanding of technical skills, with some errors or weaknesses.
* Needs Improvement (1 point): Video production project lacks technical proficiency or contains significant errors or weaknesses.

**Where Collected in the Curriculum:** Second year, first semester. | 75% of students score 80% or above based on project rubric. |
| PLO #4 Students will utilize technology and software to produce professional-quality video content. | Description: RTVB 2330 Film and Video Editing Final ProjectThe final editing project will showcase the student's ability to use technology and software to produce professional-quality video content. **Editing Final Project Grading Rubric****Proficiency in Using Video Production Software:*** Excellent (4 points): Student demonstrates mastery in using video production software, including editing tools and special effects, to produce professional-quality video content.
* Good (3 points): Student demonstrates a good understanding of video production software, with occasional errors or weaknesses.
* Satisfactory (2 points): Student demonstrates a basic understanding of video production software, with some errors or weaknesses.
* Needs Improvement (1 point): Student lacks proficiency in using video production software, or contains significant errors or weaknesses.

**Creative Use of Editing Tools and Special Effects:*** Excellent (4 points): Student effectively uses editing tools and special effects to enhance the visual and storytelling elements of the video production.
* Good (3 points): Student uses editing tools and special effects effectively, but may struggle to integrate them into the overall production.
* Satisfactory (2 points): Student uses editing tools and special effects, but may struggle with their application or implementation.
* Needs Improvement (1 point): Student lacks effective use of editing tools and special effects, or may apply them inappropriately or ineffectively.

**Technical Accuracy:*** Excellent (4 points): Video production is technically accurate, with no errors or technical difficulties.
* Good (3 points): Video production is technically accurate, with occasional errors or technical difficulties.
* Satisfactory (2 points): Video production is technically adequate, with some errors or technical difficulties.
* Needs Improvement (1 point): Video production lacks technical accuracy, or contains significant errors or technical difficulties.

**Where Collected in the Curriculum:** Second year, first semester. | 75% of students score 80% or above based on project rubric. |