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| **Video Production Assessment Plan****Academic Year 2023 Date** |
| **Outcome** | **Targets** | **Assessment Data** |
| **PLO #1:** PLO #1 Students will synthesize different writing techniques to effectively convey a message through a video project. ARTV 2320 Team Production | 75% of students score 80% or above based on project rubric. | 66% of the students scored 80% or better on their short film screenplay focusing on synthesizing different writing techniques to effectively convey a message through a video project. |
| **PLO #2:** Students will develop a professional portfolio of video production work to showcase skills and demonstrate mastery.RTVB 2340 Portfolio Capstone | 75% of students score 80% or above based on project rubric. | 94% of students scored 80% or better on their demo reel focusing on showcasing their skills and video production mastery. |
| **PLO #3:** Students will collaborate with others to produce a video project that meets established creative and technical standards to create a half – hour television show. RTVB 1325 TV Studio Production | 75% of students score 80% or above based on project rubric. | 87% of students scored better than 80% or better on their final television show that focuses on working collaboratively and meeting established creative and technical standards on their half-hour television show |
| **PLO #4:** Students will utilize technology and software to produce professional-quality video content. RTVB 2330 Film and Video Editing | 75% of students score 80% or above based on project rubric. | 82% of students scored 80% or better on their final demo reel focusing on utilizing technology and software to produce professional quality video content. |