**Appendix B:** 2015-16 Video Production CIP

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| **A. Outcomes(s)**Results expected in this department/program | **B. Measure(s)**The instrument or process used to measure results | 1. **Target(s)**

The level of success expected |
| **Software Proficiency**Understands and expertly uses appropriate software to achieve desired outcomes. | Capstone portfolio: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 production33% - 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. | Capstone: Passing ≥ 75% - |
| **Concept Development/ Critical Thinking**Demonstrates deep conceptual understanding, high order thinking skills, and knowledge construction of the concepts being taughtPortfolio captures the goal of the established criteria is engaging and pre-planning preparation is evident in the final product | Capstone portfolio: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 production33% - Effective producing concepts to establish the “look and feel” of a 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.Total 99% | Capstone Passing ≥ 75% - |
| **Communication Skills**Problem solving/communication skills are clearly evident throughout the process of completing the project. | Capstone portfolio: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 need).33% - Presents portfolio work effectively. Total 99% | Passing ≥ 75% - |
| **Proficiency in Design** | Capstone portfolio: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% - Form20% - Color20% - Lighting20% - Movement20% - CompositionTOTAL – 100% | Capstone: Passing ≥ 75% - |

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| **A.****Outcomes****Results expected in this department/program** | 1. **Action plan**

**Review Cycle Years 5 & 2** | 1. **Implement Action Plan**

**Years 1 and 3** | 1. **Data Results**

**Summary Years 2 & 4 Summarize the data collected.** | 1. **Findings**

**Years 2 & 4 What does the data say about the outcome?** |
| Results expected: Digital Video Students will have mastered designing effective compositions, (which include: rule of thirds, the 180-degree rule, camera placement and shot size, selecting a camera angle, and moving the camera) after taking the ARTV 1351 Digital Video course. | After reviewing the results, it has been determined that the CIP has been successful, and no other action needs to be implemented.The program plans to develop new CIPs. | The Digital Video program will use an end of the semester exam to gauge students' mastery of designing effective composition.Raw data maintained in the Program Office through next Program Review. | The capstone class has had only one F in the class.  | The course had a more than 75% pass rate. This shows that students are mastering the rules of composition for video production. |