**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 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. | Capstone: Passing ≥ 75% - |
| **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 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 production  33% - 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% - Form  20% - Color  20% - Lighting  20% - Movement  20% - Composition  TOTAL – 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. |