Digital Media Assessment Grid

| **ULO/CWEO mapping** | **Program Learning Objective (**Students will demonstrate the ability to…) | **Courses** which support the program learning objective. | What is the **depth** of the student learning on the program objective as a result from EACH course? **(**Foundational, developing, competent) | **Course-level student learning objectives that support the program objective.** | Critical student product used to assess level of learning (exam, paper, project, presentation, etc.) | Targets | If product is part of program assessment data, when and how often will the product be assessed in WEAVE? |
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| **1. Breadth and depth of knowledge**: Students will develop knowledge common to the liberal arts and sciences in the fields of arts, humanities, natural sciences, and social sciences. Students will also develop specialized knowledge and disciplinary expertise (4.1 Understanding foundational content, practices and philosophical and ethical assumptions of one’s specialized area of study.) | Students will explain foundational concepts of visual design, narrative, and computing.  | DIGM 1xx Foundations in Creative Digital MediaART 171 Foundations of Drawing/ORART 182 Color and Design/ORART 211 Computer Art and Imaging/ORART 251 Photography/ORART 282 Form Space & MediaCOMM 217 Intro to Film CIS 180 Intro to CIS | foundational | **Core Art learning outcomes:*** Students will apply basic knowledge of design skills used for composing and evaluating visual arts
* Students will identify principles of visual organization, including two and three dimensional arts, color theory, and drawing

**Core film learning outcomes:*** Students will learn and apply a specialized vocabulary developed by filmmakers and critics
* Students will effectively communicate their understanding and evaluation of a film or series of films in discussion and in writing.

 **Core computing learning outcomes:** * Apply fundamental concepts in computing (CIS 180)
 | Art outcomes – DIGM 105, Final ProjectFilm outcomes:COMM 217 Film AnalysisCIS outcomes:CIS 180 Final Exam | 80% grade of 85 or higher 80% grade of 80 or higher80% grade of 80 or higher |  |
| **4. Specialized skills and scholarship**: Students will become proficient in the scholarship of their discipline and demonstrate specialized skills needed to pursue a career and/or graduate school (4.2 Preparing to engage in scholarship in one’s specialized area of study and providing the opportunity for scholarship activities related to one’s disciplinary and/or professional pursuits.) | * To develop the analytical and research skills needed to place digital media works in their social, historical, and cultural settings, and to understand and evaluate their effectiveness.
 | DIGM 2xx Video and Church Media SeminarDIGM 2xx Graphic and Game Design SeminarCOMM 382 History and Theory of Digital MediaNon-western | developing | * To develop the methodological skills necessary for producing research on digital media
* Analyze a digital media product for its impact and usage of foundational elements.
* To engage and understand the historical development of digital media and apply it to their work.
 | COMM 382Mid-termCOMM 382 final examCOMM 382 Mid-term paper COMM 382 Final paper   | 80% grade of 80 or higher on each exam80% grade of 80 or higher80% grade of 80 or higher |  |
| **1. Breadth and depth of knowledge**: Students will develop knowledge common to the liberal arts and sciences in the fields of arts, humanities, natural sciences, and social sciences. Students will also develop specialized knowledge and disciplinary expertise (4.3 Develop proficiency in one’s specialized area of study sufficient to pursue a career and/or continue education at the graduate level) | * To design and create successful projects in visual and sound design, and programming.
* Students will develop the technical and narrative skills to effectively communicate through digital media.
* Students will demonstrate the ability to design and produce a successful collaborative digital media project.
 | CIS 181 Computer Programming ICIS 191 Web Development I: Client Side MUCM 353 Sound Design ART 236 Graphic Design & Vis Culture/ORART 237 Typography and Vis Comm.ART 336 Design for New Media/ORART 338 Digital Illustration/ORART 431 Motion DesignCOMM 203 Basic Video and Editing DIGM concentration and electivesDIGM 490 Senior Seminar and ProjectConcentrations | competent | * Students will demonstrate their understanding of foundational topics in computer programming. (CIS 181)
* Students will design and develop web sites using valid HTML and CSS. (CIS 191)
* Students will employ the fundamental concepts of audio, digital audio, and synthesis in recording and manipulating sound
* Students will demonstrate basic proficiency with the tools and techniques available in standard digital video editing programs
* Students will set up short video projects and shoot them using a variety of appropriate camera angles, shots, and framing, organize footage, and modify it into a coherent sequence for a clear goal
* Students will demonstrate the ability to communicate a coherent audiovisual message, solve problems and work independently, and communicate effectively as a production team member
* Students will design and produce, in collaboration, a digital media project, applying foundational concepts of digital media
 | CIS 181 Final Project CIS 191 Final ProjectMUCM 353 Final Project COMM 203Final ProjectDIGM 490 Digital Media Project and Exhibition | 80% grade of 80 or higher80% grade of 80 or higher80% grade of 80 or higher80% grade of 80 or higher80% grade of 80 or higher |  |
| 5.**Self-Awareness:** Students will gain awareness of identity, character, and vocational calling (4.4 Gaining an awareness of options for employment, voluntary service, and/or graduate education in one’s specialized area of study in the context of reflection on one’s sense of vocation.) | Students will articulate their own strengths and weakness related to the field of digital media; identify their suitedness for specific digital media careers | DIGM 1xx Foundations in Creative Digital MediaDIGM 2xx Video and Church Media SeminarDIGM 2xx Graphic and Game Design SeminarDIGM 490 Senior Seminar and Project | competent | * Students will develop a professional web project and portfolio to promote and publicly disseminate their digital media work.
* Students will explore career opportunities appropriate to their concentration, or unique area of interest, in the digital media field.
 | DIGM 490Web Portfolio Career ReflectionDIGM 210, 215Career Opportunity Paper | 80% grade of 85 or higher80% grade of 80 or higher |  |
| 3. **Faith knowledge & application**: Students will develop informed and mature convictions about Christian faith and practice (4.5 Articulating how faith connects to one’s specialized area of study and to potential career options in that area of study.) | Articulate how their faith connects to the study of digital media, and how faith connects to potential career options in the field of digital media | DIGM 1xx Foundations in Creative Digital MediaDIGM 2xx Video and Church Media SeminarDIGM 2xx Graphic and Game Design SeminarDIGM 490 Senior Seminar and Project | competent | Students will reflect on intersections of Christian faith with work in digital media. | DIGM 490 Faith Reflection Project | 80% grade of 85 or higher |  |