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 Media  ART 171 Foundations of Drawing/OR  ART 182 Color and Design/OR  ART 211 Computer Art and Imaging/OR  ART 251 Photography/OR  ART 282 Form Space & Media  COMM 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 Project  Film outcomes:  COMM 217 Film Analysis  CIS outcomes:  CIS 180 Final Exam | 80% grade of 85 or higher  80% grade of 80 or higher  80% 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 Seminar  DIGM 2xx Graphic and Game Design Seminar  COMM 382 History and Theory of Digital Media  Non-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 382  Mid-term  COMM 382 final exam  COMM 382 Mid-term paper  COMM 382 Final paper | 80% grade of 80 or higher on each exam  80% grade of 80 or higher  80% 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 I  CIS 191 Web Development I: Client Side  MUCM 353 Sound Design  ART 236 Graphic Design & Vis Culture/OR  ART 237 Typography and Vis Comm.  ART 336 Design for New Media/OR  ART 338 Digital Illustration/OR  ART 431 Motion Design  COMM 203 Basic Video and Editing  DIGM concentration and electives  DIGM 490 Senior Seminar and Project  Concentrations | 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 Project  MUCM 353 Final Project  COMM 203  Final Project  DIGM 490 Digital Media Project and Exhibition | 80% grade of 80 or higher  80% grade of 80 or higher  80% grade of 80 or higher  80% grade of 80 or higher  80% 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 Media  DIGM 2xx Video and Church Media Seminar  DIGM 2xx Graphic and Game Design Seminar  DIGM 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 490  Web Portfolio Career Reflection  DIGM 210, 215  Career Opportunity Paper | 80% grade of 85 or higher  80% 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 Media  DIGM 2xx Video and Church Media Seminar  DIGM 2xx Graphic and Game Design Seminar  DIGM 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 |  |